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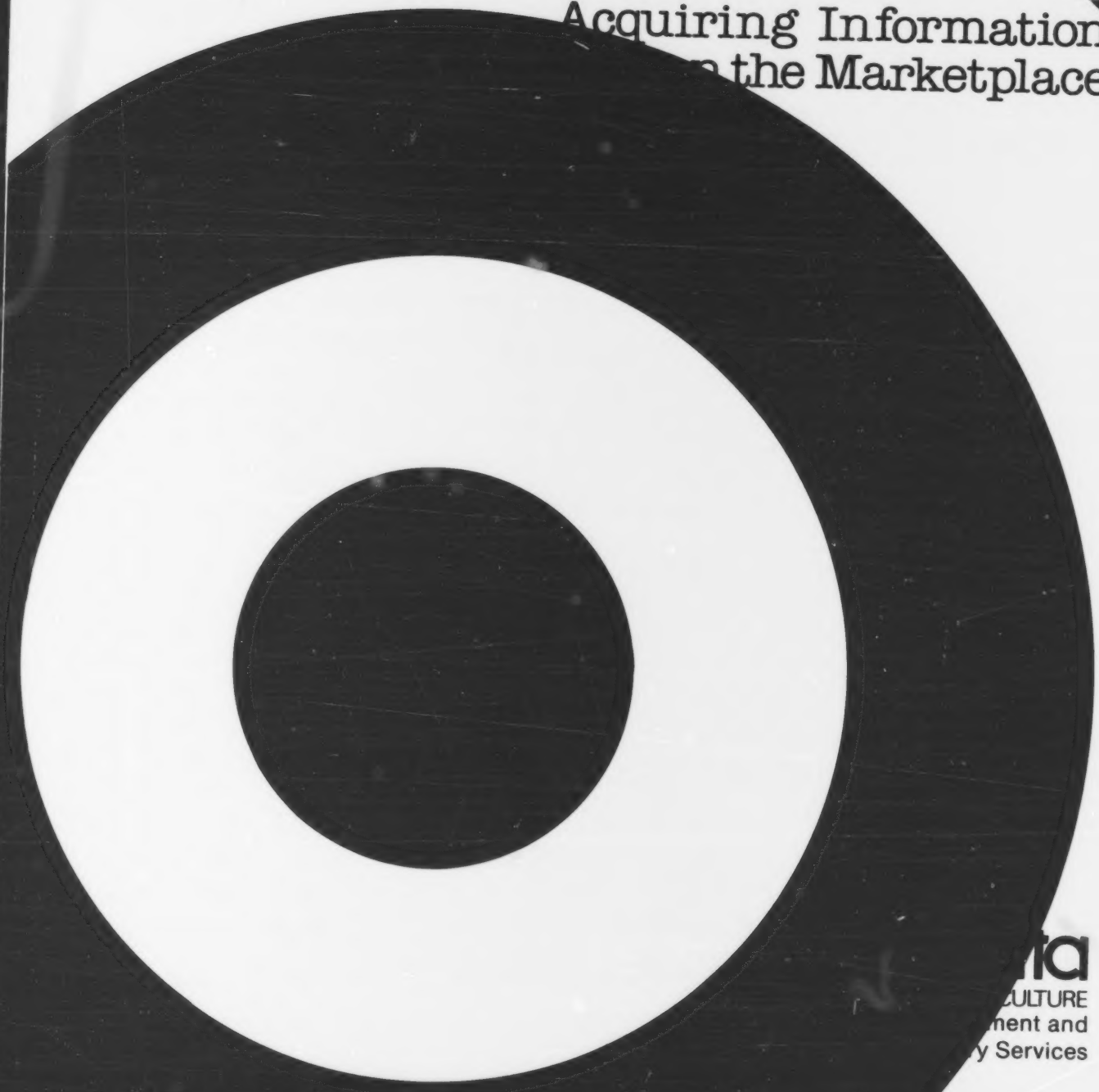
Acquiring Information
the Marketplace



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ACKNOWLEDGEMENTS

A number of individuals have collaborated in preparing AIM. Lindsay Porteous and Brenda Lennox were involved in completing the preliminary list of consulting companies. Margo Bok was responsible for mail outs to consulting companies, assembling the sections on consultants, and sourcing video materials for the audio-visual section. Peter Robertson wrote the introductions for sections two, three and four; prepared the section on selected information sources and assembled the final draft of the entire publication. Special recognition goes to Dolores Noga for her input on this project, especially in preparing the market research bibliography. Gail Zurfluh, Heidi Inkpen, Rachelle Dupas, Cathy Becker, Donna Thornewell and Linda Hansen typed various parts of the manuscript. Dorothy Glazer, Dianne Hayward and Rob Bateman offered thoughtful comments throughout the preparation of AIM and in their review of the manuscript.

Bryan D. Walton

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AIM

ACQUIRING INFORMATION

ON THE MARKETPLACE

ACQUIRING INFORMATION ON THE MARKETPLACE — AIM

AIM is for the entrepreneur who is considering a business in food processing. It is also for the established food or beverage processor who is planning to develop a new product. While **AIM** is devoted to these two user groups, others will find this publication useful in acquiring information on the marketplace.

Acquiring Information on the Marketplace is a basic part of the marketing research process. Marketing research in turn is fundamental to the development of a new product or service. Product, price, place, and promotion, the four P's of the marketing mix, are directed by sound marketing research and backed by up to date technology. Researching the marketplace will help identify the "need" for a given product or lead to a concept from which a new product evolves. Any new product must be market focused, or, as Peter Drucker would say, "market driven" to ensure success. Market driven ventures involve extensive market information collection, preliminary market assessment, detailed market research, prototype trials, and test marketing. Ultimately, market research will tell the marketing manager how to segment the marketplace and how to differentiate his product from the competition. An investment of time and some money in marketing research in the early stages of product development will help avert disaster down the line.

AIM, is divided into four parts:

- Market Research Bibliography
- Directory of Consulting Firms and Agencies
- Selected Sources Used By The Food Industry
- Audio Visual Materials

The bibliography is a selective list of publications and services available to the market researcher. The bibliography is introduced by a section entitled "Pathfinder", which provides some helpful hints on researching the literature. This section is placed first, for this is where the marketing researcher should begin.

The second section is a directory of consulting firms and agencies in Alberta who can help an entrepreneur conduct marketing research. Consultants can assist with product specific research after the initial literature survey is complete. The client should work closely with the consultant throughout the research process to ensure a result satisfactory to both parties.

The section entitled Selected Sources Used By The Food Industry lists companies and organizations that sell or provide market data. Many wholesalers, retailers, and manufacturers have contracts with information supply houses to provide commercial data. This data usually covers sales by product category and brand name. Reports are available for a few hundred dollars to several thousands of dollars. Other organizations will provide information which will complement commercial data. Government publications provide demographic information and estimates of per capita consumption for various goods and services.

The final section of **AIM** is a list of Audio Visual Materials. The video series includes twenty six tapes, each covering a different element of marketing. The video series also has a study manual, called Marketing Perspectives, which identifies the content of each type and its application in marketing.

AIM will be of assistance in preparing marketing plans and is complemented by two other publications produced by Alberta Agriculture: "Marketing Food in Alberta — An Access Directory", and "The Packaged Goods on Food Processing for New Small Businesses in Alberta".

Users of **AIM** are encouraged to provide their comments on how the publications can be improved. Please complete the client questionnaire on the last page and return to the address indicated.

For further information contact:

Market Development Division
Alberta Agriculture
3rd Floor, J.G O'Donoghue Building
7000 – 113 Street
Edmonton, Alberta T6H 5T6
(403) 427-4241

MARKET RESEARCH BIBLIOGRAPHY

MARKET RESEARCH BIBLIOGRAPHY

In evaluating the market potential of a new product or when planning to set up a new business one of the best places to start gathering information is in the library. The Alberta Agriculture library, in Edmonton, maintains an up-to-date collection of selected resource materials in food processing and marketing. The following bibliography is preceded by a pathfinder or guide to the literature. This will help you focus your search by identifying those materials most relevant to your information needs. Every item listed in the bibliography is held in the Alberta Agriculture library but other libraries will have some of these materials as well. Where possible, the call number and location code (in our library system) have also been included. The bibliography is divided into 14 sections:

I. Pathfinder
II. Bibliographies and Guides to the Literature
III. Dictionaries and Encyclopedias
IV. Handbooks
V. Directories
VI. Demographics
VII. Statistics
VIII. Commodity Reports/Studies
IX. Journals and Newsletters
X. Annual Reports
XI. Government Information
XII. Trends and Issues in the Canadian Food Market Place
XIII. International Trade and Exporting
XIV. Outside Sources

You are welcome to use the materials in the library and a photocopier is available for your use. For those people located outside Edmonton, most catalogued books and reports may be borrowed for a short period through the interlibrary loan facilities of your local public library. If this is not possible, written application can be made to the reference librarian at:

Alberta Agriculture Library
Main Floor, J.G. O'Donoghue Bldg.
7000 - 113 Street
Edmonton, Alberta
T6H 5T6

Please note that some materials do not circulate, in particular all current issues of periodicals and any item whose call number is preceded by the code REF. The library is open from 8:15 to 4:30, Monday to Friday, and our telephone number is (403) 427-2104.

I. PATHFINDER

Determining the market potential for a new food product is not an easy task. This bibliography is designed to help you by identifying some of the basic resources available in the Alberta Agriculture Library which are useful in addressing different aspects of market potential. The bibliography is intended as a self-help guide with the following directing you to the appropriate sections.

1. **Identify your competition**

   Refer to the **Directories** section for references, to books that list other companies already involved in marketing your food product or similar ones. Most of these provide basic information on the company's size and sales. If you wish further information, refer to the section on **Annual Reports.**

2. **Determine current sales, stocks, and consumption trends.**

   The Statistics section lists references containing statistics on current sales, stocks, and consumption. As some of the compendia of statistics tend to be somewhat dated, journals are an invaluable source of very current information. Many of the trade journals discuss new products as well as trends.

   Consult the **Journals** section to identify appropriate titles to browse through.

3. **Isolate the populations you wish to market your product to**.

   Check the **Demographics** section for sources providing information on populations.

4. **Spend some time on current awareness**.

   Browse through the **Commodity Reports/ Studies** section to see if a recent study is available on your food product or a similar one. You may be able to make some useful comparisons.

   Check the section on **Trends and Issues in the Canadian Food Market Place** for references you should be aware of and may wish to examine further.

5. **Identify sources of information outside the Alberta Agriculture Library which may help you**.

   Refer to the **Bibliographies and Guides to the Literature** section for references which provide an overview of these sources.

   As well, consider consulting with some of the agencies or organizations mentioned in **Outside Sources**.

6. **Consider alternatives**.

   Once your product has been successfully marketed domestically, you may wish to consider moving into the international arena. The **International Trade and Exporting** section contains a sample of references for you to consider for the future.

7. **Clear up any technical matters**.

   Consult the **Dictionaries and Encyclopedias** section to identify sources that can help with any problems of terminology or process. The **Handbooks** section identifies useful tools you may wish to have frequent access to.

II. BIBLIOGRAPHIES AND GUIDES TO THE LITERATURE

Canada. Agriculture Canada. Marketing Services Division. Market Information Service. **Canadian directory of agriculture and food markets information and services**. [Ottawa] : Agriculture Canada, Market Information Service, Marketing Services Division, 1984.

REF HD 9000.3 C2 C16 (AEAG, AWAD)

A listing of publications and services provided by governments and industries in Canada. The commodities included are livestock, poultry, horticulture, dairy, grains and special crops.

Cook, W. Rupert, and Joan Mount. **Canadian statistical data : an introduction to sources and interpretation.** Toronto : Micromedia, c1986.

REF HA 746 C66 1986 (AEAG)

A guide to locating and interpreting published sources of statistics in Canada. Includes a discussion on the methodology of obtaining certain data as well as a comment on their reliability.

Daniells, Lorna M. **Business information sources**. Rev. ed. Berkeley : University of California Press, c1985.

REF HF 5351 D22 1985 (AEAG)

An annotated guide to business literature useful for identifying book titles and serial sources. There is an emphasis on books published in the U.S.

Federal Business Development Bank. **Reference booklets for small business**. Montreal : Federal Business Development Bank, 1981.

REF 5500 F31r 1981 (AEAG)

A guide to booklets available on small businesses, including titles, prices, and addresses where booklets can be obtained.

Frank, Nathalie D., and John V. Ganly. **Data sources for business and market analysis**. 3rd ed. Metuchen, N.J. : Scarecrow Press, 1983.

REF HF 5415.124 F85 1983 (AEAG)

A guide to business and market analysis literature including online databases. Although the orientation is American, it is worth examining to survey available business information.

Green, Syd. **Keyguide to information sources in food science and technology**. London : Mansell, 1985.

REF TP 370.5 G73 1985 (AEAG)

A guide to the literature of food science and technology. Includes an international list of selected organizations where further information may be obtained.

Land, Brian. **Sources of information for Canadian business**. 3rd ed. Montreal : Canadian Chamber of Commerce, 1978.

REF HF 5353. L23 1978 (AEAG)

A thorough guide to information sources for Canadian business. Somewhat dated, but many of the items listed are serial publications.

McKay, Roderick Earl. **Inventory of sources of information used within the Marketing and Economics Branch**. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, 1985.

Z 699.5 A5M19 1985 (AEAG)

A listing of all sources of information (databases, trade tapes, magazines, newspapers, publications) currently used by all divisions within the Marketing and Economics Branch of Agriculture Canada.

Statistics Canada. User Services Division. Reference Products Section. **Bibliography of federal data sources excluding Statistics Canada, 1981**. Ottawa : Statistics Canada, 1982.

REF HA 743. B47 1982 (AEAG)

A listing of sources of social and economic data produced on a regular basis by federal departments and agencies other than Statistics Canada. Includes a subject index.

III. DICTIONARIES AND ENCYCLOPEDIAS

Directory of agricultural and food policy terms. Prepared by Harold D. Guither. Urbana, Ill. : University of Illinois at Urbana Champaign. Department of Agricultural Economics, 1984.

REF S 411 G94 1984 (AEAG)

A short directory of commonly used terms which have new meanings added in the context of agricultural and food policy.

Encyclopedia of food science. [Edited by] Martin S. Peterson, Arnold H. Johnson. Westport, Conn. : AVI Pub. Co., c1978.

TP 368.2 E19 1978 (ALEF)

Foods and food production encyclopedia. Douglas M. Considine, editor-in-chief, Glenn D. Considine, managing editor. New York : Van Nostrand Reinhold, 1982.

REF TX 349 F73f 1982 (AEAG, ALEF)

A one volume encyclopedia/dictionary that provides background information on three stages of food production : the start of the natural food-growth cycle, the nurture of growing plants and animals through harvest, and the processing of food materials for the marketplace.

Foods and nutrition encyclopedia. 2 vols. Clovis, Calif. : Pegus Press, 1983.

REF TX 349 F66e 1983 v.1 – 2 (AEAG)

A two volume encyclopedia/dictionary of foods and nutrition. Useful for background information on a particular food or food product.

Woodman, Julie G. **The IFMA encyclopedia of the foodservice industry**. 4th ed. Chicago : International Foodservice Manufacturing Association, 1982.

TX 943 W85 1982 (AEAG)

Produced by the International Foodservice Manufacturers Association this encyclopedia

presents information on the size and segments of the foodservice market as well as trends in foodservice. Although it has a U.S. focus, it is useful for determining key market segments.

IV. HANDBOOKS

The Book of business knowledge. By the Editors and Experts of **Boardroom Reports**. New York : Boardroom Books, c1979.

REF HF 5351 B64 1979 (AEAG)

A compilation of tips on running a business, including sections on marketing and advertising. American in orientation and now somewhat dated, but still useful.

Canadian Media Directors Council. **The Canadian Media Directors' Council media digest**. Toronto : [The Council], annual

REF HF 5808 C2C16 (AEAG)

A guide to the various media available in Canada and some information on the audiences they reach. Useful when focusing an advertising campaign as well as for ideas on potential places/methods to advertise.

Finding and using statistics : a basic guide from Statistics Canada. [Ottawa : Statistics Canada], 1980.

REF HA 743 S29 1980 (AEAG)

A guide to Statistics Canada publications including information on using the data, statistical standards, and some basic statistical techniques.

Frailey, L.E. **Handbook of business letters**. Rev. ed. Englewood Cliffs, N.J. : Prentice-Hall, c1965.

REF HF 5721 F84 1965 (AEAG)

A book filled with ideas on letter writing, sample letters, letters to convey special messages, etc. Useful for ideas but no substitute for a personal business letter.

Newman, Dorothy M., and Jean P. Newman. **Canadian business handbook**. 3rd ed. Toronto : McGraw-Hill Ryerson, c1979.

REF HF 3227 N46 1979 (AEAG)

A somewhat dated, but extremely useful guide to information which anyone operating a business should have ready access to. It is written in outline form with an index so it is very easy to use. Each section includes a definition of terms used and contact addresses are frequently provided.

A Handbook to facilitate the distribution of agricultural products to international markets. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, Food Processing and Distribution Division, [1985?].

HD 9014 C2 C16a 1985 (AEAG)

A comprehensive reference for anyone moving into the export market. Includes information on financial matters, physical distribution, liability and insurance as well as a discussion on major documents. A chapter on exporting to the United States is included as are tables on product specifications and grade standards. Appendices list federal, provincial, and other contacts.

V. DIRECTORIES

Alberta. Alberta Agriculture. Agricultural Processing Development Branch. **Directory of Alberta's agricultural processing industry**. [Edmonton] : Alberta Agriculture, 1987.

REF HD 9000 A114sd 1987 (AEAG)

A guide to agricultural food and feed processors in Alberta including mailing address, some information as to plant size, product produced, and marketing area. Includes indexes by company, product, and location.

Alberta. Alberta Agriculture. Market Development. **Marketing food in Alberta : an access directory**. [Edmonton] : Alberta Agriculture, 1987.

REF HD 9000.3 M34 1987 (AEAG)

A directory designed to assist manufacturers entering the Alberta marketplace by listing information on distribution channels, buyer expectations, key contacts, and industry procedures.

Alberta manufacturers index. [s.l.] : Alberta Economic Development and Trade, 1986

REF HD 9720 C26A14m 1986 (AEAG)

A guide to food and feedstuffs manufacturers in Alberta as well as to Alberta-made products.

Alberta's food products : a directory for the foodservice industry. [Edmonton : Alberta Agri-

culture. Agri-Food Development Branch, 1984?].

REF HD 9014 C2A14fp 1984 (AEAG)

A listing of more than 150 food companies and the foods processed in Alberta specifically for the foodservice industry. Lists company names, product names, location, and phone number.

Blue book of food store operators and wholesalers. G.B. Henry, editor. Winnipeg : Sanford Evans Communications, 1986.

REF HD 9014 C2B62 1986 (AEAG)

A guide to the wholesale and retail food trade in Canada this provides information on corporate chains, voluntary and cooperative groups, and wholesalers. Included are complete addresses and telephone numbers, executives, store locations by province, sales by volume, etc.

British Columbia. Ministry of Agriculture and Food. Market Research and Analysis. **1983 directory : B.C. food and beverage processors**. [Victoria] : B.C. Ministry of Agriculture and Food, [1983].

REF HD 9000.3 B77 1983 (AEAG)

A directory of food processors in British Columbia designed to assist in obtaining exposure to potential customers. It is arranged by type of processor and subdivided by geographic region within British Columbia.

Business Opportunities Sourcing System (Canada). B.O.S.S. : **Business Opportunities Sourcing System**. Ottawa : Department of Regional Industrial Expansion, [19--].

REF HF 1044 C2B96 v.1 – 2 (AEAG)

This two volume set, one for product the other for company, provides information on current activity in the Canadian marketplace. The product directory identifies items manufactured in Canada and lists companies involved in their manufacture, while the companies directory provides basic contact and sales information. This is useful for identifying competitors as well as potential suppliers.

Canadian advertising rates & data. Toronto : Maclean Hunter, monthly.

Often referred to as the CARD directory, this publication provides information on advertising in a variety of Canadian media including news papers, magazines, radio, etc.

The library keeps a current issue, uncatalogued on its reference shelves.

Canadian Food trade directory & buyer's guide.

Toronto: Pro-Trade Publications, annual.

REF HD 9000.3 C36 (AEAG)
A thorough guide to the Canadian food industry.

Canadian trade index. Toronto : Canadian Manufacturers' Association, annual.

REF HF 3223 C16 1986 (AEAG)

A comprehensive list of Canadian manufacturers having more than a local distribution for their products. Includes an alphabetical and geographical list of manufacturers and classified list of products, among others. This annual is useful for identifying competitors, potential markets, and sources of goods or services needed for a business.

Directory of agricultural marketing boards in Canada. [Compiled by] J.M. Sullivan and L.A. McCagg. Ottawa : Agriculture Canada, 1986.

REF HD 9014 C2D62a 1986 (AEAG)

A list of marketing boards by province including contact name, address, and telephone number.

Directory of associations in Canada = Répertoire des associations du Canada. Brian Land, General Editor, and Liba Berry, Editor. 8th ed. Toronto : Micromedia, 1987.

REF HM 131 D62 1987 (AEAG)
A directory of associations, defined as non-governmental, non-profit organizations, in Canada listing addresses, contacts, number of members, etc. It is arranged by association name with a subject index.

Directory of food service distributors. New York : Business Guides, 1985.

HD 9321.3 D62 1985 (AEAG)

A listing of U.S. companies who supply food, equipment, and supplies to restaurants, hotels, food contractors, and institutions. Useful for contacts and addresses.

Encyclopedia of associations, vol.1, national organizations of the U.S. Katherine Gruber, editor. 20th ed. Detroit : Gale Research, 1986.

REF HS 17 G13 1986 pt.1 – 3 (AEAG)

A guide to approximately 20,000 non-profit American membership organizations. Included for each are addresses, contacts, number of members, etc. Published annually, it is arranged by subject with an association and keyword index.

Fact file on Canada's hospitality business. Toronto : Foodservice and Hospitality Magazine, 1984.

TX 910 C2F11 1984 (AEAG)

A compendium of statistics and trends in Canada's foodservice, accommodation, and tourism industries. Demographic data is included.

Fantham, Richard J., and Phillip H. Doherty. **Industrial assistance programs in Canada**. 8th ed. Don Mills, Ont. : CCH Canadian Limited, 1984.

REF HD 4041 C2C7 1984 (AEAG)

A guide to various forms of federal, provincial, and municipal government assistance available to Canadian industry. Includes certain statutory tax incentives.

Federal Business Development Bank. **ABC (Assistance to business in Canada) of federal assistance programs, including a supplement of provincial/territorial programs offered by the Northwest Territories and the Province of Alberta**. 3rd ed. Montreal : Federal Business Development Bank, 1984.

REF HD 3616 C16a 1984 (AEAG)

A listing of federal programs and program descriptions including contact points, addresses, and telephone numbers whenever possible. Also includes Alberta government programs.

Financial Post Corporation Service Group. **Industrial location Canada**. Toronto : The Group, c1984.

HC 14 F49i (AEAG)

Food broker's issue and market survey. Toronto : Maclean Hunter. Issued every February in **Canadian Grocer.**

REF HF 6201 G7F7 (AEAG)

A compendium of current information on Canada's food industry, including new products, industry news, and trends. Included in each issue is a directory of food brokers and broker-sold brands.

Food in Canada buyers directory & services index. Toronto : Food in Canada. October issue of **Food in Canada**.

REF HD 9000.3 F73 (AEAG)

An up – to – date source for addresses and contacts in the Canadian food industry.

Fraser's Canadian trade directory. Toronto : [Maclean Hunter], 1986.

REF HF 3223 F86 1986 v.1 – 4 (AEAG)

A comprehensive guide to Canadian manufacturers, wholesalers, and foreign companies. It is useful for identifying competitors, potential markets, and sources of goods and services needed for a business.

Manitoba trade directory, 1984. Winnipeg : Sanford Evans Communications, 1984.

REF HD 9720.3 M3 1984 (AEAG)

A guide to Manitoba manufacturers, distributors, and their products. It is valuable as a selling tool as well as a buyers guide.

Report on business 1000. Toronto : Globe and Mail, annual.

REF HF 5003 R29 (AEAG)

An annual published by **The Globe and Mail**, this provides financial information on the companies that dominate Canadian business activity. It is designed primarily for managers and investors. Interesting browsing.

Scott's directories : Western manufacturers. 8th ed. Oakville, Ont. Scott's Directories, 1987 – 1988.

REF HD 2328 S36 1987/88 (AEAG)

A listing of information on manufacturing companies in Manitoba, Saskatchewan, Alberta, and British Columbia. Designed to locate manufacturers by company name, town or city, province, and product.

VI. DEMOGRAPHICS

Alberta locations : cities, towns & villages. [Edmonton]. : Alberta Tourism and Small Business, [1981?]

REF HB 2199. A14 1983 v.1 – 4 (AEAG)

Summaries of demographic, social, and economic information on cities, towns, and villages in

Alberta. Are updated as new information becomes available.

Canadian markets, 1986 : complete demographics for Canadian urban markets. 61st ed. Toronto : *The Financial Post Information Service*, c1986.

REF HC 14 F49c 1986 (AEAG)

This provides demographic data, income figures, manufacturing activity, etc. on over 500 municipalities across Canada with a population of at least 5,000.

Farquhar, Carolyn R. and Carole FitzGerald, comps. and eds. **Handbook of Canadian consumer markets**. 3rd ed. Ottawa : The Conference Board of Canada, 1984.

HB 801 H19 1984 (AEAG)

Published biennially, this presents tables, charts, and statistics on population characteristics and growth, labor force and employment, income, expenditures, production and retail trade, and consumer and industry price indexes. Consumer market data are gathered from government, trade, and Conference Board sources.

Financial Post Corporation Service Group. **Labor market Canada**. Toronto : The Financial Post Corporation Service Group, c1984.

HC 14 F491 1984 (AEAG)

Presents data on the labor force, including participation rate, groupings by occupation, and percentage employed as well as individual and family incomes. Data are presented at the national, provincial, and metro levels.

Hassan, Zuhair A., and Linda G. Robbins. **Handbook of food expenditures, prices and consumption = Guide de la consommation, des dépenses et des prix alimentaires**. Ottawa : Agriculture Canada, Marketing and Economics Branch, 1983.

HD 9014 C3H27 1983 (AEAG)

This handbook presents historical data on income, food expenditures, retail food price indexes, and the supply and disposition of various foods in Canada. The work by Robbins is a supplement to this. It is updated periodically.

Market research handbook, 1985 – 86. Recueil statistique des études de marché, 1985-86. Rev. ed. Ottawa : Statistics Canada, Merchandising and Services Division, 1986.

REF HF 5415.2 M34 1986 (AEAG)

A source of information for analyzing many aspects of Canadian markets on the local, provincial, regional, and national levels. Includes population characteristics, income figures, housing, etc.

Progressive Grocer's marketing guidebook, 1985. Stamford, Conn. : Progressive Grocer Information Sales, c1984.

REF HD 9321.3 P94 1985 (AEAG)

A valuable source of information when planning on moving into American markets. Divides the United States into market areas and for each gives demographic data including food store sales per capita. Identifies distribution centres, the number of supermarkets in each centre, and their percentage of retail share. A list of key personnel to contact is included.

Robbins, Linda G. **Handbook of food expenditures, prices and consumption — supplement = Guide de la consommation, des dépenses et des prix alimentaires — supplement**. Ottawa : Agriculture Canada, Marketing and Economics Branch, 1984.

HD 9014 C3R53 1984 (AEAG)

This supplements information contained in the 1983 issue of the **Handbook of Food Expenditures, Prices and Consumption**.

Tomorrow's customers. 20th ed. Toronto : Clarkson Gordon/Woods Gordon, annual.

REF HC 111 T65 (AEAG)

A well illustrated document charting major trends in the Canadian marketplace.

VII. STATISTICS

Alberta. Alberta Agriculture. Statistics Branch. **Agricultural exports**. [Edmonton] : Alberta Agriculture, Statistics Branch, 1984.

HD 9014 A14A14a 1983 (AEAG)

Annual survey of wheat and coarse grain markets. [s.l.] : Department of External Affairs, Grain Marketing Bureau, 1983.

HD 9049 W4A78s 1983 (AEAG)

Canada. Department of Agriculture. Production and Marketing Branch. Fruit and Vegetable Unit. **Annual unload report : fresh fruits and vegetables on 12 Canadian markets**. Ottawa : The Department, [19--].

HD 9220. C2C16 (AEAG)

Canada Grains Council. **Canadian grains industry statistical handbook**. Winnipeg : The Council, annual.

HD 9031. C16 (AEAG, ARDAR, ALAR, ABAH, ALAAF, AAAR, ABAAR, AFAAR, AVAR)

Canadian Grain Commission. Economics and Statistics Division. **Canadian grain exports. Exportations de grain canadien**. Ottawa : The Commission, annual.

HD 9030 C2C16b (AEAG)

Food and Agriculture Organization of the United Nations. **FAO trade yearbook. Annuaire FAO du commerce. Anuario FAO de comercio**. Rome : Food and Agriculture Organization of the United Nations, annual.

HD 9000.4 F73 (AEAG)

International marketing data and statistics, 1984. 9th ed. London : Euromonitor Publications, 1984.

HA 155 I8 1984 (AEAG)

Presents statistical information on population, production, trade, consumption and market sizes, and consumer expenditure for 132 countries.

Livestock market review. Revue du marche des bestiaux. [Ottawa] : Agriculture Canada, Market Information Service, annual.

HD 9410. C161 (AEAG)

Longmuir, N.L. **Fresh fruit and vegetables : what's available, and when**. Ottawa : Agriculture Canada, Marketing and Economics Branch, 1984.

HD 9254 C2L85 1984 (ABAH)

Manufacturing : a catalogue of Canadian market opportunities = La fabrication : un catalogue des possibilités du marché canadien. [Ottawa] : Government of Canada, Regional Industrial Expansion, [1984?].

REF HF 3221.5 M31 1984 (AEAG)

Potato market review = Revue du marché des pommes de terre. Ottawa : Agriculture Canada, Market Information Service, Horticulture Unit, [198 –].

HD 9235 P8P84 (AEAG, ABAH)

Rizvi, Saiyed H. **Handbook of the food processing, distribution, and retailing sectors = guide de la transformation, la distribution et la vente au détail des ailments**. Ottawa : Agriculture Canada, 1983.

HD 9014 C2R52 1983 (AEAG)

Contains statistics on three sectors of the Canadian food system: food processing sector, food distribution sector, and food retailing sector. Valuable for checking information such as the geographic distribution of major food retailers, dollar sales, etc.

World wheat statistics = Statistiques mondiales du blé. London : International Wheat Council, annual.

HD 9049. W4I82 (AEAG)

Yearbook of international trade statistics. New York : United Nations, Department of Economic and Social Affairs, Statistical Office, 1984.

REF HF 91 Un3 1982 v.1 – 2 (AEAG)

STATISTICS CANADA PUBLICATIONS

Refer to the **Statistics Canada Catalogue** for a description of each of the following publications.

A. General

Canadian statistical review. Monthly.
#11 – 003E

B. Farm Production

Fruit and vegetable production. Seasonal.
#22 – 003

Cereals and oilseeds review. Monthly.
#22 – 007

Grain trade of Canada. Annual.
#22 – 201

The dairy review. Monthly.
#23 – 001

Production and stocks of eggs and poultry. Monthly.
#23 – 003

Production of poultry and eggs. Annual.
#23 – 202

C. Manufacturing

Monthly production of soft drinks. Monthly.
#32 – 001

Canned and frozen fruits and vegetables. Monthly.
#32 – 011

Stocks of frozen meat products. Monthly.
#32 – 012

The sugar situation. Monthly.
#32 – 013

Fruit and vegetable preservation. Annual.
#32 – 023

Production and inventories of process cheese and instant skim milk powder. Monthly.
#32 – 024

Production of selected biscuits. Quarterly.
#32 – 026

Biscuit manufacturers. Annual.
#32 – 202

Bakeries. Annual.
#32 – 203

Dairy products industry. Annual.
#32 – 209

Stocks of food commodities in cold storage and other warehouses. Annual.
#32 – 217

Fruit and vegetable processing industries. Annual.
#32 – 218

Cane and beet sugar processors. Annual.
#32 – 222

Miscellaneous food processors. Annual.
#32 – 224

Flour and breakfast cereal products industry. Annual.
#32 – 228

Meat and poultry products industries. Annual.
#32 – 232

D. Consumption

Apparent per capita food consumption in Canada. Annual.
#32 – 229 **Part I: cereals, sugars and syrups, meats and pulses and nuts**.
#32 – 230 **Part II: fruits, vegetables, poultry, eggs, oils and fats, fish and dairy products**.

Consumer prices and price indexes. Quarterly.
#62 – 010

E. Trade

Exports by countries. Quarterly.
#65 – 003

Exports by commodities. Monthly.
#65 – 004

Imports by commodities. Monthly.
#65 – 007

Exports: merchandise trade. Annual.
#65 – 202

Imports: merchandise trade. Annual.
#65 – 203

F. Census

Census of Agriculture; 1916 — present

Demographic or Population Census; selected publications, 1916 — present

VIII. COMMODITY REPORTS/STUDIES

ABM Research Ltd. **Food marketing : Alberta consumer segmentation study : cheese : a case study**. Calgary : Alberta Agriculture, Food Marketing Branch, 1981.

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Agri industry sector profiles : meat, canola, vegetables, alfalfa, manufactured food products,. [Edmonton : Alberta Agriculture, Marketing Services Division], 1983.

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Beef marketing seminar. Proceedings. [s.l. : s.n.], 1981.

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Brooker, John R. **Direct marketing of fruits and vegetables through farmers' markets**. [Knoxville] : University of Tennessee, Agricultural Experiment Station, 1982.

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Brown, Don. **Potential market for Alberta's red meat**. Prepared by Don Brown with assistance in statistical analysis by Jim Dawson. Edmonton : Alberta Agriculture, 1983. 12 vols.

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Canada. Department of Industry, Trade and Commerce. Agricultural Products Division. Agriculture, Fisheries and Food Products Branch. **World pulses market survey**. 3rd ed. Ottawa : The Division, 1980.

HD 9220. C16w 1980 (AEAG)

Canada Grains Council. **The soft white spring wheat industry in Canada**. Winnipeg : The Council, 1982.

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Canada. Sector Task Force on the Processed Fruit and Vegetable Industry. **Report of the Task Force on the Processed Fruit and Vegetable Industry**. [Ottawa] : The Task Force, [1981?]

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Canada's meat processing industry : background information. Islington, Ont. : Canadian Meat Council, 1983.

HD 9424 C2C16 1983 (AEAG)

Canadian Federation of Agriculture. **Marketing turkey in Canada**. [Ottawa] : The Federation, 1980.

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Canadian Meat Council. Annual Conference. **Proceedings**. Islington, Ont. : The Council, annual.

HD 9414. C2C16 (AEAG)

Canadian Sugar Institute. **The Canadian sugar industry : a basic study**. Toronto : The Institute, 1981.

HD 9114. C2C16 1981 (AEAG)

Cardwell, Harlan T., and Bob Davis. **A seasonal analysis of the U.S. potato market**. Lubbock, Tex. : Texas Tech University, College of Agricultural Sciences, Department of Agricultural Economics, 1980.

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Chabluk, Terrance P., and Norman J. Beaton. **Alternative pork carcass evaluation procedures in reference to the Canadian Index 100 system**. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, 1985.

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Chaudhary, G. Nabi. **The economics of production and marketing of greenhouse crops in Alberta, 1982-83**. Edmonton : Alberta Agriculture, Economic Services Division, Production and Resource Economics Branch, 1984.

SB 415.55 C2C39 1984 (AEAG)

Currie, Coopers & Lybrand. **Dehydrated carrot plant feasibility study**. [Edmonton] : Alberta Economic Development, Process Industry Development Branch, 1984.

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Currie, Coopers & Lybrand. **Opportunities for growth in the processed vegetable industry in Alberta**. [Edmonton] : Alberta Economic Development, Process Industry Development Branch, 1984.

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Currie, Coopers & Lybrand. **Specialty pickle plant feasibility study**. [Edmonton] : Alberta Economic Development, Process Industry Development Branch, 1984.

HD 9330 P5S31 1984 (AEAG)

Currie, Coopers & Lybrand. **Study of industrial development in the processed meat sector**. [Edmonton] : Alberta Economic Development, 1983.

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Dawson, Dau and Associates. **Alberta red meat study, phase I : pork market potential in the western U.S. coastal states**. Calgary : Dawson, Dau and Associates, 1983. 2 vols.

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Dawson, Dau and Associates Ltd. **Analysis of the market potential for Alberta seed potatoes**. Rev. ed. Edmonton : Agriculture Canada, Regional Development Branch, 1985.

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Dawson, Dau and Associates Ltd. **Impact of government programs on the regional location of meat production in Canada.** Calgary : Dawson, Dau and Associates Ltd., 1982.

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Destorel, Julien J. **Potato forecasting model**. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, 1984.

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Funk, Thomas F., and David H. Culver. **Consumer analysis of the North American rutabaga market**. [Guelph] : University of Guelph, Ontario Agricultural College, School of Agricultural Economics and Extension Education, 1981.

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Gilson, J.C. **Evolution of the hog marketing system in Canada**. Ottawa : Economic Council of Canada, 1982.

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Griffith, G.R., and K.D. Meilke. **A description of the market structure and agricultural policies in five regional oilseed and oilseed product markets**. Guelph : University of Guelph, Ontario Agricultural College, School of Agricultural Economics and Extension Education, 1980.

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Heffring Research Group Ltd. **Consumer study**. Lethbridge : Alberta Potato Commission, [198 – ?].

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Horner, Hugh M. **A review of the meat industry in Alberta**. Prepared by Hugh M. Horner for Alberta Economic Development. Barrhead, Alta. : The Author, 1981.

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Jennings, Dana C., and Judi Hebbring. **Buffalo management & marketing**. Custer, S.D. : National Buffalo Association, c1983.

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Keshavarz, Elaheh. **Plant protein industry development opportunities**. [Edmonton] : Alberta Economic Development, Process Industry Development Branch, 1982.

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Martin, Larry. **Economic intervention and regulation in the beef and pork sectors**. Ottawa : Economic Council of Canada ; [Montreal] : Institute for Research on Public Policy, 1981.

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The medium-term outlook for dairy products and for meat. Paris : Organisation for Economic Co-operation and Development, 1983.

HD 9275 M46 1983 (AEAG)

Northwest Economic Associates. **Marketing potentials for Alberta-produced proscuitto ham in five western United States areas**. Vancouver, Wash. : Northwest Economic Associates, 1982.

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Peter Stephenson & Associates Ltd. **Specialty and convenience foods processing opportunities in Alberta**. Edmonton : Alberta Economic Development, [1980].

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Regli, Phil. **The Ontario potato industry : production, trade, marketing, and distribution.** Toronto : Ontario Ministry of Agriculture and Food, Economics Branch, 1981.

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Shelley, G.C.; I.P. Jaye, and F.R. Denham. **Fostering the development of the bakery products industry in Alberta**. Prepared for Department of Economic Development, Province of Alberta. [s.l.] : Thorne, Stevenson & Kellogg, 1982.

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Siamwalla, Ammar, and Stephen Haykin. **The world rice market : structure, conduct, and performance**. Washington, D.C. : International Food Policy Research Institute, 1983.

HD 9066 A2A11 1983 (AEAG)

Summary of studies on the red meat sector, 1982-1983. [Toronto] : Ontario Ministry of Agriculture and Food, [1983].

HD 9424 C2S63 1983 (AEAG)

The world market for bovine meat. Geneva : General Agreement on Tariffs and Trade, 1984.

HD 9410.1 W89 1983 (AEAG)

Western Management Consultants. **Biscuits & confectionery study : final report : processing opportunities in Alberta**. Edmonton : Alberta Economic Development, Process Industry Development Branch, Food Industries' Section, [1981].

HD 9330 C65B54 1981 (AEAG)

IX. JOURNALS AND NEWSLETTERS

NOTE: The date shown in the citation is the date the journal or newsletter began publishing whether with that title or as a different title. This date was selected to indicate more accurately the number of years the journal has been published. The library holds current issues for all of these journals and newsletters.

Advertising Age. Chicago : Crain Communications Inc., 1930-- . Weekly.

An international newspaper of advertising including news and articles of the advertising/marketing industry as well as many advertisements. Several special issues are published each year.

Agricultural Prices and Indexes : Average Retail Food Prices for Edmonton/Calgary. [Edmonton] : Alberta Agriculture Statistics Branch, 1978-- . Weekly.

A weekly publication listing average weekly prices for selected food products for Edmonton and Calgary.

Agriculture Canada Retail Food Price Report. Ottawa : Agriculture Canada, Food Markets Analysis Division, Policy Branch, 19??-- . Monthly.

A newsletter providing discussion as well as statistics on food prices in Canada and the consumer price index. Useful for price trends.

Alberta Statistical Review. Edmonton : Alberta Treasury, Alberta Bureau of Statistics, 1953-- . Quarterly.

A comprehensive summary of social and economic information on Alberta. Historical and current data are presented at the provincial and sub-provincial levels. As well, many tables include comparisons between Canada and the provinces.

Ambler Digest. Mississauga, Ont. : Charles Ambler and Associates, 1957?-- . Weekly.

A concise news bulletin of items of interest to food marketing that have been gleaned from magazines and trade papers. Includes industry news, corporate reports, summaries of research, and forecasts. A very valuable source for information on the food marketing industry today.

American Vegetable Grower. Willoughby, Ohio : Meister, 1953-- . Monthly.

This magazine is of most interest to those involved in vegetable production. It contains articles on marketing, new varieties, diseases, and production techniques.

Beef. St. Paul, Minn. : Webb, 1964-- . Monthly except semi-monthly in September.

A magazine primarily for the beef producer although it does provide information on the beef trade and beef markets as well as consumer trends in consumption.

Beverage World. Great Neck, N.Y. : Keller International, 1882-- . Monthly.

A trade journal of the beverage industry containing industry news, new products, and articles. Special issues include a buyer's guide in September.

Brewers Digest. Chicago : Siebel, 1926-- . Monthly.

This magazine serves the brewing industry internationally, especially the U.S. It covers production, sales, industry news, marketing and technical processing. Feature articles on individual brewing companies are included. **Annual** "Buyers Guide and Brewery Directory" in the January issue.

Burns World. Calgary : Burns Foods, n.d. Three times per year. A magazine of the foods and foodservice industry in Canada, as exemplified by Burns Foods Limited and its group of affiliated companies. Industry news, new products, corporate events and employee news are highlighted.

Canada Livestock and Meat Trade Report. Ottawa : Agriculture Canada, Agriculture Development Branch, Market Information Service, 1920?-- . Weekly.

A compendium of statistics on prices for slaughter cattle and calves, sheep, lamb, and hogs, as well as for wholesale and carlot meat prices. Also reports on dressed meat imports and exports.

CanadExport. [Ottawa] : External Affairs' Export Communications Division, 1974-- . Biweekly.

A newsletter of information on Canada's trade including trade opportunities and trade fairs. Selected items on the food industry are included.

Canadian Beverage Review. Port Credit, Ont. : Naef, 1930-- . Bi-monthly.

A Canadian trade journal for the management, manufacturing, and marketing of the beverage industry. Each issue includes industry news, new products, and articles. Dates of their special issues, including a Buyer's Guide Directory and Report on New Products, vary.

Canadian Grocer. Toronto : Maclean Hunter, 1886-- . Monthly. A magazine of the grocery and supermarket trade in Canada. Useful for trade and industry news, new products, equipment and ideas on marketing. Has a special separate issue of CFIG [Canadian Federation of Independent Grocers] Convention and Trade Show Wrap-Up and Special Report (issue date varies); **Annual** "State of the Industry Report" (July), and "Who's Who" Canadian directory of grocery retailers and wholesalers (August).

Canadian Hotel and Restaurant. Toronto : Maclean-Hunter, 1923-- . Monthly.

This journal deals with the marketing and promotion of food products and foodservice in Canada. It features interview articles on owners/operators of restaurants, hotels, etc., as well as food processors, with descriptions of their operations. Sales figures, industry news, and markets for new food products/concepts are discussed. Special issues include **Annual** "HostEx", Canadian Restaurant and Food Association trade show preview (April); "Hospitality Market Report", an analysis of Canada's foodservice, lodging and tourism industries (August), and "Equipment Sources" listing suppliers, distributors, and manufacturers of equipment (September).

Canadian Packaging. Toronto : Maclean Hunter, 1948-- . 11 issues per year.

Covers the international packaging and container industry, with a special focus on Canada and on a variety of processed goods including food. New equipment, trends and news and events in the industry are highlighted. **Annual** "Packaging Machinery Specifications Manual", a reference tool listing equipment manufacturers and their Canadian representatives and models of packaging equipment (January), and "Guide to the Annual PAC EXPO", the trade's exposition (September) are special issues.

Dairy Field. Troy, Mich. : Cummins, 1905-- . Monthly.

This magazine provides coverage of the dairy products industry in the U.S. Topics include new products, processing techniques, packaging, product design, market analysis and quality control. Special issues include an **Annual** "Buying Guide", including suppliers directory, product index, national/regional/local organizations and dairy colleges and universities (December), and a **Biennial** "Food and Dairy Expo", Dairy & Food Industries Supply Association (issue month varies).

Dairy Market Report. Ottawa : Agriculture Canada, Marketing and Economics Branch, Market Information Services, 1919-- . Twice monthly.

A newsletter providing statistics on production, sales, prices, and trends in the dairy products industry.

F.D.A. Consumer. Rockville, Md. : U.S. Food and Drug Administration, Office of Public Affairs, 1967-- . Monthly except July/August and December/January issues combined.

The official publication of the U.S. Food and Drug Administration, this magazine covers consumer education in the areas of food and drugs. American laws and legislation in these areas are discussed at length. Each issue also summarizes court actions pursuant to Section 705 of the Federal Food, Drug, and Cosmetic Act. Also contains information on consumption patterns and trends.

Feedstuffs. Minneapolis : Miller, 1929-- . Weekly.

This provides coverage of the U.S. agri-food business, as well as inter-national trade with special focus on the flour and feed trade and grains. Industry news and latest trends in agri-food engineering and technology are regular features. Includes an **Annual** "Reference Issue" with information on feed marketing data, animal management, and buyers guide/directory (July).

Food Engineering. Radnor, Pa : Chilton, 1928--. Monthly.

This contains articles on food packaging, equipment, technology, trends, marketing and industry news. It is useful for announcements of new food products and packaging techniques. An **Annual** "Salary Survey" (December), "State of the Food Industry" (August), and "New Products Analysis" (October) are special issues.

Food, Etc. Ottawa : Agriculture Canada, Food Development Division, 1974?-- . Monthly.

A newsletter full of information on the Canadian food industry ranging from trends in consumption to prices to hot new products and recipe ideas. It is designed for food editors, writers and broadcasters. Issues a topic index at the end of each year.

Food in Canada. Toronto : Maclean Hunter, 1941-- . 10 issues per year.

This is the trade magazine of the food and beverage industry in Canada. Items featured include: food engineering, product development, processing, packaging, trends and news. There are occasional feature articles on marketing of new food products. Special issues include **Annual** "Outlook for Food and Beverage Industry" (January), and "PAC – EX Guide" (September). Other annual features (with varying dates) include: "Buyers Directory", "Economic Review and Forecast", and "Encyclopedia of Food Chemicals".

Food Industry Futures : A Strategy Service. Fayetteville, N.Y. : CRS Inc. 1972-- . 24 times a year.

A newsletter of trends and new products in the food industry. Useful for generating ideas and for a glimpse of things to come.

Food Market Commentary. Ottawa : Agriculture Canada, Food Markets Analysis Division, 1979-- . Irregular.

This provides analysis and comments on food prices, consumer expenditures, consumption and other similar topics in relation to Canada. Topical articles and a statistical appendix appear in each issue. There is an annual index.

Food Production/Management. Baltimore : Canning Trade, Inc. 1878-- . Monthly.

A monthly publication on canning, glass packing, freezing and related industries. It covers the food industry and trade primarily in the U.S. and concentrates on the packaging and storage of foods with some articles on processing. Industry news, statistics and announcements are also noted. An **Annual** "NFPA – FPM & SA Convention Exposition Report" [National Food Processors Association, Food Processing Machinery and Supplies Association] (March), and "Advertisers Buyers Guide" of suppliers, manufacturers and sources of information (issue date varies) are issued.

Food Technology. Chicago : Institute of Food Technologists, 1947-- . Monthly.

This is related more to processing than marketing although of interest in each issue is a listing of new U.S. patents. An **Annual** "IFT Meeting and Food Expo Guide" (May), and "IFT Food Expo in Print" (August) are special issues.

Foodservice and Hospitality. Toronto : Kostuch Communications, 1968-- . Monthly.

A magazine for the foodservice and hospitality industry including international industry news, coming events, product update, and articles. Includes recipe ideas. Several special issues per year.

Fruit, Vegetable and Honey Crop and Market Report. Ottawa : Agriculture Canada, Marketing and Economics Branch, Market Information Services, 1929?-- . Weekly.

A weekly report on provincial crop news as well as market prices and supply for fruits, vegetables, and honey.

The Kiplinger Agriculture Letter. Washington, D.C. : Kiplinger Washington Editors Inc., 1929-- . Bi-weekly.

A newsletter of trends and news items related to agriculture in the U.S. Occasionally provides information of specific interest to the food industry.

Market Situation and Outlook. Edmonton : Alberta Agriculture, Market Analysis Branch, 1982-- . Quarterly.

This provides market analysis of agricultural food crops and products.

Meat & Poultry. Mill Valley, Calif. : Oman, 1955-- . Monthly.

The latest equipment, machinery, new technology and trends in meat processing are discussed in this magazine. There is also some discussion of the meat industry and trade in the U.S. and feature articles on operators and their operations. **Annual** "Salary Survey", "Rankings and Profiles" (top 100 packers) "AMI Show", and "Redbook" Suppliers Directory and Buyers Guide are special issues at various times through the year.

Meat Processing. Cleveland : Davies, 1962-- . Monthly.

Covers the meat trade and industry in the U.S. New products, packaging, processing, trends, equipment and markets are discussed, as well as the economic aspects of the meat trade. **Annual** "Top 200" (June), "State of the Industry" (November), and "Directory of Suppliers" (December).

Milling and Baking News. Merriam, Kan. : Sosland, 1922-- . Weekly.

This journal covers the flour and feed trade as well as the baking industry in the U.S. It is broken into commodity sections, such as corn meal, soy flour, etc. There is heavy emphasis on industry news, new products, marketing, and supply and demand, and less emphasis on processing and technical matters.

Monthly Dairy Report. Toronto : Ontario Ministry of Agriculture and Food, Economics and Policy Coordination Branch, 19??-- . Monthly.

While primarily concerned with milk production, sales, and prices in Ontario, this newsletter provides information on stocks of creamery butter, cheddar cheese, and concentrated milk products in Canada as well as periodic statistics on imports and production of cheese and other dairy products in Canada.

National Food Review. Washington, DC : United States Department of Agriculture, Economic Research Service, 1978-- . Quarterly.

This review focuses on the market aspects of food. It discusses the current situation, food laws and legislation, food consumption, news and trends and includes text, charts, tables and statistics. An occasional index (eg. 1981-84) appears.

National Provisioner. Chicago : National Provisioner, 1889-- . Weekly.

This covers the meat trade and industry in the U.S. and discusses new products, packaging, processing, trends, equipment, and markets. Special reports (issue dates vary) include : the American Meat Institute Convention Report, the Western States Meat Association Convention, the Canadian Meat Council Report and the American Association of Meat Processors Convention.

Prepared Foods. Chicago : Gorman, 1895-- . Monthly.

While primarily oriented at the processing industry, each issue does identify new food products along with some marketing information on them. **Annual** "Buyers' Guide", directory of supplies, new products review, associations guide and calendar of events (issue date varies), and "Trends Report" (November) are special issues.

Progressive Grocer. Stamford, Conn. : Progressive Grocer, 1922-- . Monthly.

Similar to **Canadian Grocer**, but covers the grocery and supermarket trade in the U.S. Useful for trade and industry news, new products, equipment and ideas on marketing. Special issues : **Annual** "Index of Articles" (January), "Report of the Grocery Industry" (April and May), "Supermarket Sales Manual" which examines the product performance of sales of supermarket categories, such as baby foods, snacks, meats and pasta products (July), "Guide to Product Usage" (September), and "Nielsen Review of Grocery Store Trends" (September).

Snack Food. New York : Harcourt Brace Jovanovich, 1912-- . Monthly.

This features industry news primarily from the U.S. It covers new machinery, marketing, packaging and processing of snack foods as well as highlighting trends and technology. **Annual** "New Technologies Issue" (February), "State of the Snack Food Industries Report" (June), "Buying Guide" (August), "Transportation Issue" with delivery vehicles and transportation equipment (December), plus a **Semi-annual** "Packaging Issue" (November and May) are special issues.

Supermarket News. New York : Fairchild, 1952-- . Weekly.

A weekly newspaper for the grocery store industry that reports on industry news, acquisitions and mergers, trends, new products, and some market research.

Turkey World. Mount Morris, Ill. : Watt, 1926-- . Bimonthly. This covers turkey production, processing, industry news, outlook, marketing and promotion in the U.S. It has an **Annual** "New Products Showcase" (May/June).

Western Grocer Magazine. Winnipeg : Mercury, 1916-- . Bimonthly.

This magazine covers the food industry in Canada. Profiles of products and processors, as well as their operations are included. New products and equipment are highlighted. An **Annual** "Brokers Report", directory and product listing service is issued (January).

World Grain. Merriam, Kan. : Sosland, 1982-- . Bimonthly.

Grain processing, handling and trade from an international perspective are discussed in this magazine as well as news, trends and the current situation. It summarizes new products and services in the grain industry.

X. ANNUAL REPORTS

When researching the market potential for a particular product, it is worthwhile identifying other companies involved in merchandising the same or similar products. These can be identified through a number of the resources listed in the "Directories" section of this bibliography as well as by scanning the shelves of local supermarkets. Once companies have been identified, one of the most detailed sources for corporate information is their annual report. Unfortunately for the information seeker, the only companies required to release an annual statement are public ones, i.e. those which trade shares on a stock exchange.

There are several sources for annual reports:

1. Alberta Agriculture library has a collection of selected corporate annual reports for companies active in the agri-business/food industry in Canada.
2. The Winspear Reading Room at the University of Alberta receives microfiche copies of annual reports for Canadian and selected U.S. publicly traded companies. These do not circulate, but can be used on site during hours the library is open.
3. Micromedia Ltd. sell copies of corporate reports and financial statements issued by public companies in Canada and the U.S. In addition to subscription services available to corporations or individuals which will supply every document on particular companies, individual reports can be purchased on demand.

   The library has a copy of the **Micromedia Limited General Catalogue** in its publishers files. Information on the subscription services and on ordering is included in it. Alternatively, individuals can contact the Micromedia offices in Toronto directly.

XI GOVERNMENT INFORMATION

Departmental consolidation of the Food and Drugs Act and of the Food and Drug Regulations with amendments. Ottawa : Issued by Department of National Health and Welfare, c1980.

REF HD 9000.9 C2C16 (AEAG)

This consolidation is updated with amendments as they are issued. The Act and Regulations must be consulted to ensure a food product meets legal requirements.

Agriculture Canada. Food Production and Inspection Branch. Regulatory Affairs Division. **Acts and regulations**. [Ottawa] : Agriculture Canada, 1983.

REF HD 312 C16a 1983 (AEAG)

An alphabetical list of acts administered by Agriculture Canada including regulations and statutory instruments and departmental contacts for each.

Leckie, Keith, and John Morris. **Study on government regulation in the red meat industry**. Ottawa : Economic Council of Canada, 1980.

HD 9414. C16L53 1980 (AEAG)

The Alberta Agriculture Library also has the **Revised Statutes of Alberta** and updates, **Alberta Regulations**, **Revised Statutes of Canada,** and updates, and **Consolidated Regulations of Canada, 1978**. As well, an attempt is made to keep copies of all provincial and federal legislation and regulations pertaining to agriculture in looseleaf format as it is released.

XII. TRENDS AND ISSUES IN THE CANADIAN FOOD MARKET PLACE

Barewal, S., and D. Goddard. **The parameters of consumer food demand in Canada**. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, 1985.

HD 9014 C2B23 1985 (AEAG)

Brown, Charlene J., coordinator. **Food product requirements of the food-service industry in Canada**. [Ottawa] : Agriculture Canada, 1980.

TX 911.2 F73 1980 (AEAG)

Canada's packaging market. Toronto : Maclean Hunter Research Bureau, [1985].

HF 5770 A1C16 1985 (AEAG)

Clements, Douglas J., and Colin A. Carter. **Nontariff barriers to interprovincial trade in swine**. Winnipeg : University of Manitoba, Department of Agricultural Economics and Farm Management, 1984.

HD 9435 C59 1984 (AEAG)

Connor, John M., et al. **The food manufacturing industries : structure, strategies, performance, and policies**. Lexington, Mass. : Lexington Books, c1985.

HD 9005 F73 1983 (AEAG)

Currie, Coopers & Lybrand. **Enhancing the development of the secondary and tertiary food processing industry in Alberta**. [Edmonton] : [Alberta] Department of Economic Development, 1983.

HD 9014 C2E39 1983 v.1-2 (AEAG)

Darmon, Rene Y.; Michel Larouche, and John V. Petrof. **Canadian marketing principles and applications**. Toronto : McGraw-Hill Ryerson, c1981.

HF 5415.12 D25 1981 (AEAG)

Food processing industry : excerpts from consultant studies, 1980-84. [Edmonton] : Alberta Economic Development, Food Industry Section, Manufacturing Industries Branch, 1984.

HD 9014 C2F73p (AEAG)

Farris, Paul L., ed. **Future frontiers in agricultural marketing research**. Ames, Iowa : Iowa State University Press, 1983.

HD 9000.5 F98 1983 (AEAG)

Friedrich, H. **Packaging : a perspective on Alberta**. Edmonton : Department of Economic Development, Process Industry Development Branch, 1982.

HD 9999 C74F91 1982 (AEAG)

Future prospects for world agricultural policies and trade : implications for western Canada : proceedings of a conference held at The University of Saskatchewan on November 1 and 2, 1984, Convocation Hall, University of Saskatchewan, Saskatoon. [Edited by George E. Lee]. [Saskatoon : University of Saskatchewan, 1985?].

HD 9000.6 F98 1985 (AEAG)

Haack, R.E.; D.R. Hughes, and R.G. Shapiro. **The splintered market : barriers to interprovincial trade in Canadian agriculture**. Ottawa : Canadian Institute for Economic Policy, c1981.

HD 1785. H11 1981 (AEAG, AAAR, ALAR, ARDAR, AVAR, ABAAR, AFAAR)

Heffring Research Group Ltd. **Consumer awareness of "Better buy Alberta"**. [s.l.] : The Group, 1983.

HD 9014 C2H36c 1983 (AEAG)

Kulshreshta, S.N., and D. G. Devine, eds. **Food processing, distribution and retailing in the eighties : a workshop**. Saskatoon : University of Saskatchewan, Department of Agricultural Economics, 1980.

HD 9014 C2F73 1980 (AEAG)

Lennox, Brenda. **The structure of Canadian food retailers**. [Edmonton] : Alberta Agriculture, Market Development, 1984.

HD 9014 C2L54 1984 (AEAG)

Loubier, Yvan. **Structure and economic importance of the Canadian food and beverage manufacturing sector : highlights of 1970 to 1981**. [Ottawa] : Agriculture Canada, 1984.

HD 9014 C2L92 1984 (AEAG)

Menzie, Elmer L. **Interprovincial barriers to trade in agricultural products**. [Ottawa] : Agriculture Canada, [1981?]

HD 9014. C2M52 1981 (AEAG)

Moskowitz, Howard R. **Product testing and sensory evaluation of foods : marketing and R & D approaches**. Westport, Conn. : Food & Nutrition Press, 1983.

TX 546 M85 1983 (ALEF)

Ontario Agricultural Outlook Conference (1st : 1983). **Agri-food : a look ahead : proceedings of the first Ontario Agricultural Outlook Conference**. [Toronto] : Ontario Ministry of Agriculture and Food, [1983?].

HD 1785 08 1984 (AEAG)

Ontario Agricultural Outlook Conference (2nd : 1984). **Agri-foods : a look ahead : proceedings of the Ontario Agricultural Outlook Conference, October 17, 1984**. Toronto : Ministry of Agriculture and Food [1984?]

HD 1785 08 1984 (AEAG)

Ontario Agricultural Outlook Conference (3rd : 1985). **Agri-food : a look ahead : proceedings of the Ontario Agricultural Outlook Conference, October 30, 1985.** - Toronto : Ontario Ministry of Agriculture and Food, [1985?].

HD 1785. 08 1985 (AEAG)

Sadler, Barry, ed. **Transforming Western Canada's food industry in the 80's and 90's : November 27-29, 1983**. Banff : The Banff Centre, School of Management, c1984.

HD 9014 C2T68 1983 (AEAG)

Shelley, G.C. **Assisting the Alberta food processing industry to deal with labour concerns : final report**. Edmonton : Thorne, Stevenson & Kellogg, 1982.

HD 9014 C2S44a 1982 (AEAG)

Shelley, G.C. **Food processing transportation project**. [s.l.] : Thorne, Stephenson & Kellogg, 1982.

HD 9014 C2S44 1982 (AEAG)

Shelley, G.C., and B.W. Dumsday. **Feasibility of the food park concept in Alberta : final report**. Prepared for Food Industries Section, Process Industry Development Branch, and Transportation Services Branch, Alberta Department of Economic Development. [s.l.] : Thorne, Stevenson & Kellogg, 1984.

TP 372 C2S44 1982 (AEAG)

University of Windsor Seminar on Canadian-American Relations (23rd : 1981). **Food processing in North America — a struggle for survival : proceedings of the 23rd annual seminar sponsored by the Institute for Canadian-American studies held at the University of Windsor, Windsor, Ontario, November 13-14, 1981**. Edited by J. Alex Murray. Windsor : The Institute, c1982.

HD 9320.5 U3 1981 (AEAG)

Warley, T.K. **Canada's agricultural and food trade policies : a synoptic view**. Guelph : University of Guelph, School of Agricultural Economics and Extension Education, 1985.

HD 9014 C2W23 1985 (AEAG)

Western Canadian Economic Conference on the Food Industry (1982 : Edmonton). **[Selected papers from the] Western Canadian Economic Conference on the Food Industry, February 15-16, 1982**. [s.l.] : The Conference, 1982.

HD 9014. C2W52 1982 (AEAG)

Western Canadian Economic Conference on the Food Industry (1983 : Calgary). **Opportunities for secondary processing in western Canada : proceedings of the 1983 Western Canadian Economic Conference on the Food Industry**. Edmonton : Rural Education and Development Association, 1983.

HD 9014 C2W52 1983 (AEAG)

Western Canadian Economic Conference on the Food Industry (1984 : Calgary). **[Papers from the] Western Canadian Economic Conference on the Food Industry, February 13-14, 1984**. [s.l. : s.n.], 1984.

HD 9014 C2W52 1984 (AEAG)

XIII. INTERNATIONAL TRADE AND EXPORTING

Agricultural and food export index. Edmonton : Alberta Agriculture, Market Development Division, [1985?].

HD 9000.3 A83 1985 (AEAG)

Aube, D. L. **Canada's trade in agricultural products, 1983, 1984 and 1985 = Les echanges agricoles du Canada, 1983, 1984 et 1985**. [Ottawa] : Agriculture Canada, 1986.

HD 9014 C2C16t 1983/84/85

Bruinsma, Domien H.; Wouter W. Witzenburg, and Willem Wurdemann. **Selection of technology for food processing in developing countries,**. Wageningen, Netherlands : Pudoc, 1985.

TP 370.7 B83 1985 (AEAG)

Business directory of Canadian trade representation abroad. Ottawa : External Affairs, 1986.

REF HF 3223 .B96 (AEAG)

Addresses and contact names of Canadian trade representatives abroad, including the United States.

Canada-Japan Trade Council and the Marketing Sector of Alberta Agriculture. **Exports to Japan : prospects for agricultural and food products : being the edited proceedings of a symposium held at the Westin Hotel, Edmonton, Alta., Tuesday, October 18th, 1983**. Ottawa : The Council, [1983?]

HF 3218 J27C16e 1983 (AEAG)

Canada. Task Force on Trading Houses. **Promoting Canadian exports : the trading house option**. Ottawa : External Affairs, 1984.

HF 1479 C16 1984 (AEAG)

Cavusgil, S. Tamer, and John R. Nevin. **International marketing : an annotated bibliography**. Chicago : American Marketing Association, c1983.

Z 7164 C8C31 1983 (AEAG)

Clarke, Christopher M., and Kathryn Dewenter. **China business manual, 1981**. Washington, D.C. : National Council for U.S.-China Trade, 1981.

HF 3837 C44 1981 (AEAG)

Clarke, Christopher M. **China business manual, 1982 supplement**. Washington, D.C. : National Council for U.S.-China Trade, c1982.

HF 3837 C44s 1982 (AEAG)

Canada. Agriculture Canada. Marketing and Economics Branch. Cooperatives Section. **Cooperatives in international trade = Cooperatives dans le commerce international**. Ottawa : Agriculture Canada, Cooperatives Section, 1985.

HD 9000.3 C78 1985 (AEAG)

Curtis, John M. **Canada-China trade relations : an overview**. Paper prepared for the Carleton University — University de Paris-Dauphine Roundtable, June 1-2, 1981. -- [s.l. : s.n.], 1981.

HF 3218. C44C94 1981 (AEAG)

Debatisse, Michel Louis. **EEC organisation of the cereals markets : principles and consequences**. Ashford, Kent : Wye College, Centre for European Agricultural Studies, 1981.

HD 9030.5 D35 1981 (AEAG)

EEC beef production and the international market. Tunbridge Wells : Agra Europe (London), 1984.

HD 9410 E1 1984 (AEAG)

EEC production, consumption and trade in meat and livestock. Bletchley : Meat and Livestock Commission, 1982.

HD 9015 E74E74 1982 (AEAG)

European marketing data and statistics, 1984. 20th ed. London : Euromonitor Publications, 1984.

HA 1107. E74 (AEAG)

Export directory : agriculture and food products : Ontario, Canada. Toronto : Ontario Ministry of Agriculture and Food, [1983?].

HD 9014 C2E75 1983 (AEAG)

Hay, Keith A.J., and Peter Price. **Canada, Japan and the Pacific community : a study of interlocking Pacific Rim trade patterns, the role of Canada and Japan in them and the concept of a Pacific community**. Undertaken by Keith A. Hay and Peter Price for the Canada-Japan Trade Council. [s.l.] : Econolynx International, 1981.

HF 3218 J3H32 1981 (AEAG)

Hay, Keith A.J., and Susanne R. Hill. **Northeast Asian market potential for Canadian foods to 1990 and 1995**. [Ottawa] : Agriculture Canada, Marketing and Economics Branch, 1984.

HD 9014 C2H32 1984 (AEAG)

Kirpalani, V.H., ed. **International marketing : managerial issues, research, and opportunities**. Chicago : American Marketing Association, c1983.

HF 1009.5 I8 1983 (AEAG)

Jacob, George T. **A manual on export marketing**. Ottawa : Department of Industry, Trade and Commercial and Regional Economic Expansion, Small Business Secretariat, 1983.

HF 3223 J15 1983 (AEAG)

Kelleher, James F. **How to secure and enhance Canadian access to export markets**. [s.l.] : Minister for International Trade, [1985?].

HF 3223 K28 1985 (AEAG)

A discussion paper on multilateral trade, of limited value to processors in Alberta.

Latham, John H. **Market development strategy for Alberta agricultural goods and services : fiscal '83-84 : Latin American & Carribean region**. [Edmonton : Alberta Agriculture, Market Development, 1983].

HD 9014 A14S821 1983 (AEAG)

Maitland, Ernest Y. **Exporting : a practical manual for developing export markets and coping with foreign Customs**. 2nd ed. Vancouver : International Self-Counsel Press, 1982.

HF 1009.5 M28 1982 (AEAG)

McNitt, Harold A. **The EC market for U.S. agricultural exports : a share analysis**. Washington, D.C. : U.S. Department of Agriculture, Economic Research Service, 1983.

HF 3092.8 M23 1983 (AEAG)

Paarlberg, Philip L., and Jerry A. Sharples. **Japanese and European community agricultural trade policies : some U.S. strategies**. Washington, D.C. : U.S. Department of Agriculture, Economic Research Service, 1984.

HD 9006 P11 1984 (AEAG)

Raynauld, A.; J.M. Dufour, and D. Racette. **Government assistance to export financing**. [Ottawa] : Economic Council of Canada, c1983.

HF 1480 R21 1983 (AEAG)

Rous, David C. **Strategic plan : Canada/U.S.A. market 1983/87**. [Edmonton] : Alberta Agriculture, Market Development, 1983.

HD 9014 A14S82c 1983 (AEAG)

Sarma, J.S. and Patrick Young. **Livestock products in the Third World : past trends and projections to 1990 and 2000**. Washington, D.C. : International Food Policy Research Institute, 1985.

HD 9428 D49S74 1985 (AEAG)

Sillers, Donald A. **Taiwan : an export market profile**. Washington, D.C. : U.S. Department of Agriculture, Economic Research Service, 1983.

HD 9016 T13S35 1983 (AEAG)

These have been done for a number of countries.

Stone, Frank. **Canada, the GATT and the international trade system**. Montreal : Institute for Research on Public Policy, c1984.

HF 1479 S72 1984 (AEAG)

Strategic plan 1983-84 for Europe, Africa and the Middle East. [Edmonton : Alberta Agriculture, Market Development, 1983?].

HD 9014 A14S82e 1983 (AEAG)

Strategic plan – 1983/87. [Edmonton : Alberta Agriculture, Market Development, 1983?].

HD 9014 A14S82 (AEAG)

Thomas, L.R. **European trade fairs : a guide for exporters**. [Washington, D.C.] : U.S. Department of Commerce, International Trade Administration, [1983?].

HF 5474 T36 1983 (AEAG)

Yorio, Virginia M. **Adapting products for export**. New York : Conference Board, c1983.

HF 1009.5 Y82 1983 (AEAG).

XIV. OUTSIDE SOURCES

Once you have exhausted the resources outlined in this bibliography and still require additional information there are other sources to consider. Some of these sources are mentioned here.

A. Other Libraries

1. Alberta Economic Development and Trade Library.

   8th Floor, Sterling Place
   9940 - 106 Street
   Edmonton, Alberta
   T5K 2P6 Phone: 427-4957

   Alberta Economic Development and Trade have a collection of small business materials you may wish to consult. Included in the collection is information on how to start and operate a small business. While borrowing is not permitted you are welcome to use the materials in their library. A photocopier is available.

2. University of Alberta. Winspear Reading Room.

   1 – 18 Business Building
   University of Alberta
   Edmonton, Alberta
   T6G 2E1 Phone: 432-5557
   432-5652

   The business reference collection of the University of Alberta library system is housed in the Winspear Reading Room. Included here are Canadian and American annual reports, business periodicals, newspapers, and directories. You are free to use the materials inhouse, but are not permitted to take anything out. A photocopier is available.

3. Edmonton Chamber of Commerce. Library.

   #600, 10123 – 99 Street
   Edmonton, Alberta
   T5J 3H1 Phone: 426-4620

   The Edmonton Chamber of Commerce library has a business reference collection for its members. Included are directories, trade information including imports and exports, information on starting a small business, and international business opportunities. The collection can be used once by non-members.

4. Alberta Treasury. Bureau of Statistics. Data Dissemination.

   7th Floor,
   Sir Frederick W. Haultain Building
   9811 – 109 Street
   Edmonton, Alberta
   T5K 0C8 Phone: 427-3058

   The Alberta Bureau of Statistics is a depository for all Statistics Canada publications regardless of format. Included in this is a wide variety of current demographic information. Information officers at the Bureau handle public inquiries for statistical data.

5. Statistics Canada. Library

   Regional Office
   Suite 215, 11010 – 101 Street
   Edmonton, Alberta
   T5H 4C5 Phone: 420-3027

   The Statistics Canada Library houses all Statistics Canada publications. It is open to individuals who wish to use it in person and a photocopier is available. As well staff will do searches for those individuals unable to use the library in person. There is a charge for this service.

B. Online Databases

There are a number of key online databases that provide marketing information. The databases identified here are all available through DIALOG Information Services, Inc. A number of libraries in Edmonton will search these databases, charging you for online costs. As well, some commercial firms will conduct searches. Information on the databases is presented here to make you aware of their existence.

1. Market Research Databases

   a) Arthur D. Little/Online
      Coverage: January 1977 to the present
      Provider: Arthur D. Little Decision Resources, Cambridge, Mass.

      This databse provides an index to the non-exclusive information sources of Arthur D. Little, Inc. Included are references to forecasts and reports on opinion research, company assessments, consumer products and services, etc.

b) Findex: The Directory of Market Research Reports, Studies, and Surveys
Coverage: 1977 to the present
Provider: National Standards Association, Bethesda, Md.

This database indexes and describes all industry and market research reports, studies, and surveys commercially available from U.S. and international publishers. It includes purchase price of the reports.

c) Industry Data Sources
Coverage: 1979 to the present
Provider: Information Access Company, Belmont, Calif.

This database contains information on bibliographic sources of financial and marketing data for 65 major industries. It makes reference to marketing research reports, special issues of trade journals, and economic forecasts. Complete information needed for ordering the item is included.

d) PTS Marketing & Advertising Reference Service (PTS MARS)
Coverage: 1984 to the present
Provider: Predicasts, Cleveland, Ohio

PTS MARS contains information on the advertising of and marketing strategies for a wide variety of consumer goods and products.

e) PTS New Product Announcements
Coverage: 1985 to the present
Provider: Predicasts, Cleveland, Ohio

This database contains the full text of press releases related to products, with a focus on new products and services, from all industries. Included are company contacts and phone numbers to allow follow-up.

f) PTS Promt
Coverage: 1972 to the present
Provider: Predicasts, Cleveland, Ohio

PTS Promt (Predicasts Overview of Markets and Technology) is an online index to thousands of newspapers, business magazines, reports, and trade journals. It includes references to items on international trade, market data, new products, production, and technology in a number of industries, including food.

2. Demographic Databases

a) D & B – Donnelley Demographics
Coverage: Current
Provider: Donnelley Marketing Services, Mountain Lakes, N.J.
A database of demographic data from the most recent U.S. census, including current-year estimates, and five-year projections. Information can be obtained by A.C. Nielsen's Designated Market Area.

b) Cendata
Coverage: Current
Provider: U.S. Bureau of the Census, Washington, D.C.

A database of information from the U.S. Bureau of the Census, including statistical data and press releases. Also included is limited data on more than 200 countries.

3. Food Science Databases

a) Agricola
Coverage: 1970 to the present
Provider: U.S. National Agricultural Library, Beltsville, Md.

This database is an online index to worldwide journal literature and books on agriculture and related subjects. Included are items from the collection of the Food and Nutrition Information Center of the National Agricultural Library.

b) Food Science and Technology Abstracts
Coverage: 1969 to the present
Provider: International Food Information Service, Reading, Berkshire, England.

This database is an online index to over 1200 journals from more than 50 countries, patents from 20 countries, and books in many languages on the subject of food science and technology.

c) Foods Adlibra
Coverage: 1974 to the present
Provider: General Mills, Foods Adlibra Publications, Minneapolis, Minn.

This database indexes over 250 trade journals and selectively includes references from more than 500 technical research journals. The database provides information on every sector of the food industry as well as on the latest developments in food technology and packaging.

DIRECTORY OF CONSULTING FIRMS AND AGENCIES

DIRECTORY OF CONSULTING FIRMS AND AGENCIES

In analyzing the market for a new product or attempting to determine the future market for a product that has reached a state of maturity, the researcher may find that primary data is most appropriate. Primary data is information that is collected or generated by the researcher for the purposes of the project immediately at hand and can be gathered from customers, brokers, sales representatives and distributors. Primary data has the characteristics of having greater relevance to the marketing problem, objectivity of the information, as well as recency of information. However, primary data tends to be expensive in terms of both time and money and it is recommended that all secondary sources of data are exhausted before proceeding to development of a primary data collection system. (See Market Research Bibliography for the major sources of secondary data.)

Many individuals and firms may feel that they do not have the resources and expertise available to collect primary data or indeed set up the marketing plan. If this is the case outside consulting services may be required to assist in market research and in the development of a marketing plan. An investment in market research in the early stages of a product, idea or service will help avert potential problems in the downstream stage of product development. The consulting firms listed on the following pages will be able to help the marketing manager prepare a marketing plan.

The section is divided into four parts:

1. Market research firms; marketing/management
2. Advertising firms/consultants
3. Agricultural/engineering consultants
4. Public relations firms/consultants

The listings are further divided into the geographical areas of Edmonton, Calgary, and other locations. The address, phone number, contact name, and other information about the firm are available to the researcher. The major services and other services offered are also outlined. It is the responsibility of the individual user to ensure the firm's legitimacy and capability to carry out a project. It is recommended that the user consider asking firms for references, past project experience, and qualifications before making a final decision.

EDMONTON

MARKET RESEARCH FIRMS; MARKETING/MANAGEMENT CONSULTANTS

ANGUS REID ASSOCIATES INC. (See Calgary)

ARCHON INTERNATIONAL MARKETING SYSTEMS

ADDRESS: Suite 101, 4220 Springwood Court
4220 - 98 Street
Edmonton, Alberta
T6E 5A2

TELEPHONE: (403) 450-1807

CONTACT: Don Stewart/Ken Thomson

BRANCHES: Edmonton (Manulife Place)/Calgary/Phoenix, Arizona

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10 - 20

MAJOR SERVICES OFFERED:

- Market Identification - Market Measurement - Marketing Plans - Opportunity Identification - Feasibility Study - Distribution Analysis - New Product Development - Advertising Research - Packaging Analysis - Questionnaire Development - Fieldwork Opinion Polling - Personal Interviews - Focus Groups - Product Marketing Plans - Strategic Planning - International Market Research - Organizational Planning

OTHER SERVICES:

- Existing Data Analysis - Product Testing - Product Positioning - Name Research - Mail Surveys - Organizational Planning - Point of Purchase Displays (Advertisements) - Outdoor Advertising - Logos - International Market Research

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Is able to provide market research data, plus analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

CANADIAN FACTS

ADDRESS: #500, 1112 West Pender Street
Vancouver, British Columbia
V6E 2S1

TELEPHONE: (604) 669-3344

CONTACT: Peter Forward/Moira Silcox

HEAD OFFICE: Toronto

BRANCHES: Vancouver/Montreal/Ottawa

NUMBER OF YEARS IN BUSINESS: 53

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 40 + Professionals

MAJOR SERVICES OFFERED:

- Market Measurement - New Product Development - Advertising Research - Product Testing - Product Positioning - Packaging Analysis - Name Research - Consumer Behavior Models - Questionnaire Development - Fieldwork - Opinion Polling - Personal Interviews - Telephone Interviews - Mail Interviews - Focus Groups - Mall Surveys

OTHER SERVICES:
- Market Identification - Opportunity Identification - Corporate Positioning - Sales Planning

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP (See Calgary)

FRANCIS, WILLIAMS & JOHNSON LTD.

ADDRESS: #200, 10123 - 99 Street
Edmonton, Alberta
T5J 3H1
Research Division: Opinion Research Index

TELEPHONE: (403) 432-1546

CONTACT: Joanne O'Connell
Director
Opinion Research Index
5th Floor, 635 - 6 Avenue S.W.
Calgary, Alberta
T2P 0T5

HEAD OFFICE: Calgary
BRANCHES: Calgary/Winnipeg/Edmonton

NUMBER OF YEARS IN BUSINESS: 30

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2 full time in market research and about 80 in entire firm.

MAJOR SERVICES OFFERED:
- Market Identification - Market Measurement - Opinion Polling - Print Information (Ads, Flyers, Brochures, Reports, etc.) - Recruitment Advertising - Public Relations - Special Events - Market Studies - Audio Productions - Visual Productions - Electronic Advertising - Attitude Surveys - Layout and Graphic Design - Corporate Identification - Logo Design - Media Planning and Buying

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HARCOURT, MATTHEWS & ASSOCIATES LTD.

ADDRESS: 1630, 10250 - 101 Street
Edmonton, Alberta
T5J 3P4

TELEPHONE: (403) 423-4392

CONTACT: Robert Puech

NUMBER OF YEARS IN BUSINESS: 13

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 15

MAJOR SERVICES OFFERED:
- Feasibility Study - Corporate Positioning - Focus Groups - Organizational Reviews - Human Resource Training - Government Grants and Incentive Programs - Financial Planning

OTHER SERVICES:
- Market Identification - Market Measurement - Marketing Plans - Opportunity Identification - Existing Data Analysis - Economic Trend Analysis - Questionnaire Development - Fieldwork - Opinion Polling - Personal Interviews - Telephone Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, plus analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HLA CONSULTANTS

ADDRESS: 210 Capilano Mall
5004 – 98 Avenue
Edmonton, Alberta
T6A 0A1

TELEPHONE: (403) 468-6840

CONTACT: Roger Lefrancois

NUMBER OF YEARS IN BUSINESS: 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7 – 9

MAJOR SERVICES OFFERED:
– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mail Surveys – Business Management Plans

OTHER SERVICES:
– Distribution Analysis – Corporate Positioning – Sales Planning – Advertising Research

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

INTERVIEWCO (See Calgary)

MANECON PARTNERSHIP

ADDRESS: 1650, 10130 – 103 Street
Edmonton, Alberta
T5J 3N9

TELEPHONE: (403) 420-1527

CONTACT: R.S. Bromeneland/R.C. Hudson/A.R. Turner

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:
– Feasibility Study – Market Identification – Opportunity Identification

OTHER SERVICES:
– Market Measurement – Marketing Plans – Existing Data Analysis – Corporate Positioning – Sales Planning – Public Relations – Questionnaire Development – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups

* Note: Company uses third party services for other service demands.

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Are able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MANAGEMENT ADVISORY INSTITUTE

ADDRESS: c/o Faculty Of Business
2 – 22 Business Building
University of Alberta
Edmonton, Alberta
T6G 2R6

TELEPHONE: (403) 432-2225

MAJOR SERVICES OFFERED:
The Faculty of Business at the University of Alberta is continuing its program of assisting inventors in launching their products. MBA students will work with selected inventors to develop business plans for presenting to investors.

Applications will be evaluated on the following criteria:
—you must have a working prototype of the invention;
—can demonstrate an active commitment to your concept through progress achieved to date;
—product should be technically advanced;
—potential for exporting outside Alberta.

An application review fee of $15 is required and interested persons should contact the Institute for application deadlines.

MARKTREND MARKETING RESEARCH INC.
(See Calgary)

MARKET FACTS OF CANADA LIMITED

ADDRESS: 211 Capilano Shopping Centre
Edmonton, Alberta
T6A 0A1

TELEPHONE: (403) 468-6560

CONTACT: Julia Woollcombe

HEAD OFFICE: Toronto

BRANCHES: Montreal/Chicago, Illinois

NUMBER OF YEARS IN BUSINESS: Incorporated 1962

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 111

MAJOR SERVICES OFFERED:
– Market Identification – Market Measurement – Corporate Positioning – New Product Development – Advertising Research – Product Testing – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys

OTHER SERVICES:
– Marketing Plans – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Simulated Sales Testing – Public Policy Evaluation – Farm Panels – National Syndicated Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, plus analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MARKET RESPONSE INC.

ADDRESS: Capital Square Building
1800, 10065 Jasper Avenue
Edmonton, Alberta
T5J 3B1

TELEPHONE: (403) 421-4209

CONTACT: Lydia Ind Kawun

NUMBER OF YEARS IN BUSINESS: 7

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 15 – 20

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Existing Data Analysis – Corporate Positioning – New Product Development – Advertising Research – Product Testing – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development

* – Fieldwork – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Mall Surveys – Statistical Analysis – Corporate Strategies for Market Management – Market Strategies – Monitoring Consumer Response and Recall of Advertising – Psychographic Segmentation – ie. developing market strategies from research finds. – Internal Organizational Strategies for Managing Marketing Endeavours

* Note: Fieldwork services is offered as part of a research package and is not offered in isolation.

OTHER SERVICES:

– Feasibility Study – Distribution Analysis – Economic Trend Analysis

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MARV ANDERSON & ASSOCIATES LTD.

ADDRESS: 326 Vista Manor
Sherwood Park, Alberta
T8A 4I7

TELEPHONE: (403) 464-4020

CONTACT: Marv Anderson

HEAD OFFICE: P.O. Box 360
Willingdon, Alberta
T0B 4R0

NUMBER OF YEARS IN BUSINESS: 13

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 – 10

MAJOR SERVICES OFFERED:

– Feasibility Study – Opportunity Identification – Economic Trend Analysis – Existing Data Analysis

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

NICHOLS APPLIED MANAGEMENT

ADDRESS: 1100, 10130 – 103 Street
Edmonton, Alberta
T5J 3N9

TELEPHONE: (403) 424-0091

CONTACT: Peter Nichols

NUMBER OF YEARS IN BUSINESS: 14

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – New Product Development – Product Positioning – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mall Interviews – Mall Surveys – Industry Analysis

OTHER SERVICES:

– Distribution Analysis – Corporate Positioning – Sales Planning – Simulated Sales Testing

– Advertising Research – Food Processing Information – Product Testing – Packaging Analysis – Consumer Behavior Models – Focus Groups – Business Plans

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Are able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

PANNELL KERR FORSTER

ADDRESS: 700 Scotia Place, Tower One
10060 Jasper Avenue
Edmonton, Alberta
T5J 3R8

TELEPHONE: (403) 422-7114

CONTACT: Tony Bishop

HEAD OFFICE: Toronto

BRANCHES: B.C./Alberta/Saskatchewan/ Manitoba/Ontario/Quebec

NUMBER OF YEARS IN BUSINESS:

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 25 – 50

PRICE WATERHOUSE MANAGEMENT CONSULTANTS

ADDRESS: 2401 Toronto-Dominion Tower
Edmonton Centre
Edmonton, Alberta
T5J 2Z1

TELEPHONE: (403) 423-5234

CONTACT: J.D. Payne

NUMBER OF YEARS IN BUSINESS: 35

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Feasibility Study – Existing Data Analysis – Economic Trend Analysis

– New Product Development – Advertising Research – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Food Processing Information – Financial Projection Analysis

OTHER SERVICES:

– Personal Interviews – Product Positioning – Telephone Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

QUALITY CONTROL RESEARCH INC.

ADDRESS: #770, 10665 Jasper Avenue
Edmonton, Alberta
T5J 3S9

TELEPHONE: (403) 429-3811

CONTACT: Catherine M. Fyvie

HEAD OFFICE: Edmonton

BRANCHES: Calgary

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7 full time, 10 – 20 part time

MAJOR SERVICES OFFERED:

– Questionnaire Development – Focus Groups – Telephone Interviews – Market Identification

OTHER SERVICES:

– Distribution Analysis – Existing Data Analysis – New Product Development – Advertising Research – Product Testing – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Opinion Polling – Personal Interviews – Mail Interviews – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

RMC RESOURCES MANAGEMENT CONSULTANTS (ALBERTA) LTD.

ADDRESS: 10443 – 85 Avenue
Edmonton, Alberta
T6E 2K2

TELEPHONE: (403) 432-0254
CONTACT: Marten Ingen-Housz
HEAD OFFICE: Edmonton
BRANCHES: Toronto/Ottawa/Regina/Yellowknife/Calgary/Seattle, Washington

NUMBER OF YEARS IN BUSINESS: 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 35

MAJOR SERVICES OFFERED:
– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Economic Trend Analysis – Corporate Positioning – Questionnaire Development

OTHER SERVICES:
– Distribution Analysis – Existing Data Analysis – Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Consumer Behavior Models – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Layout and Graphic Design

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

SAXBY PAYNE & COOK INC. STRATEGIC COMMUNICATIONS

ADDRESS: #1600, Royal LePage Building
10130 – 103 Street
Edmonton, Alberta
T5J 3N9

TELEPHONE: (403) 429-9911
CONTACT: Patrick McKenna, Director of Marketing/David Saxby/Lorraine Payne/Rollie Cook, Promotions/ Advertising/Product Positioning/ Implementation/Economic & Government Affairs/Carolyn Leahy, Research Design.

HEAD OFFICE: Edmonton

BRANCHES: Regina/Vancouver

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 11

MAJOR SERVICES OFFERED:

- Market Identification - Marketing Plans - Feasibility Study - Existing Data Analysis - Economic Trend Analysis - Corporate Positioning - Sales Planning - Advertising Research - Video Productions - Print Information (Ads, Flyers, Brochures, Reports, etc.) - Product Position - Packaging Analysis - Questionnaire Development - Mail Interviews - Focus Groups - Layout and Graphic Design - Commercial Photography - Audio Productions - Outdoor Advertising - Logos - Point of Purchase Displays (Advertisements) - Public Relations

OTHER SERVICES:

- Market Measurement - Opportunity Identification - Distribution Analysis - Simulated Sales Testing - New Product Development - Product Testing - Name Research - Consumer Behavior Models - Opinion Pollin - Personal Interviews - Mall Surveys - Telephone Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

STEVENSON KELLOGG ERNST & WHINNEY

ADDRESS: #2800, Canada Trust Tower
10104 - 103 Avenue
Edmonton, Alberta
T5J 0H8

TELEPHONE: (403) 429-1407

CONTACT: Mr. Gabe C. Shelley

HEAD OFFICE: 18th Floor, 2300 Yonge Street
Toronto, Ontario
M4P 1G2

BRANCHES: Vancouver/Victoria/Calgary/Edmonton/Winnipeg/Regina/Kitchener/Ottawa/Halifax/Montreal

NUMBER OF YEARS IN BUSINESS: 51

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 250

MAJOR SERVICES OFFERED:

- Market Identification - Market Measurement - Marketing Plans - Opportunity Identification - Feasibility Study - Distribution Analysis - Existing Data Analysis - Corporate Positioning - Questionnaire Development - Opinion Polling - Personal Interviews - Telephone Interviews

OTHER SERVICES:

- Economic Trend Analysis - Sales Planning - New Product Development - Consumer Behavior Models - Mail Interviews - Focus Groups - Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THOMPSON LIGHTSTONE & COMPANY

(See Calgary)

WESTERN MANAGEMENT CONSULTANTS

ADDRESS: 903 Canada Trust Tower
10104 - 103 Avenue
Edmonton, Alberta
T5J 0H8

TELEPHONE: (403) 428-1501

CONTACT: Mr. Adrian J. Palmer

BRANCHES: Edmonton/Calgary/Vancouver/ Saskatoon/Toronto

NUMBER OF YEARS IN BUSINESS: 12

NUMBER OF EMPLOYEES/PERSONS INVOLVED: Approximately 65

MAJOR SERVICES OFFERED:

- Marketing Plans - Corporate Positioning - Strategic Planning and Implementation (includes feasibility studies)

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Sales Planning – Focus Groups – Corporate Organization – Financial Analysis and Structuring – Executive Recruitment

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Are able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

WHYTE REYNOLDS AND ASSOCIATES

ADDRESS: 10045 – 81 Avenue
Edmonton, Alberta
T6E 1W7

TELEPHONE: (403) 432-9590

CONTACT: Tim Reynolds

HEAD OFFICE: Winnipeg

BRANCHES: Edmonton

NUMBER OF YEARS IN BUSINESS: 5 (formerly Opportunity West Development Ltd.)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Questionnaire Development – Personal Interviews – Mail Interviews – Market Strategy Development

OTHER SERVICES:

– Distribution Analysis – Advertising Research – Opinion Polling – Telephone Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

WILLIAM M. MERCER LIMITED

ADDRESS: 800 Oxford Tower
10235 – 101 Street
Edmonton, Alberta
T5J 3G1

TELEPHONE: (403) 423-2054

CONTACT: J. Kent Stewart

HEAD OFFICE: Toronto

BRANCHES: World wide

NUMBER OF YEARS IN BUSINESS: 40 +

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 18,000 world wide, 700 in Canada

MAJOR SERVICES OFFERED:

– Organization Alignment – Strategic Planning – Human Resource Management Consulting

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Corporate Positioning – New Product Development – Questionnaire Development – Personal Interviews – Telephone Interviews – Focus Groups – Compensation, Pension & Benefits.

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

ADVERTISING FIRMS/CONSULTANTS

A & G INDUSTRIAL ADVERTISING AND GRAPHICS (1986) LTD.

ADDRESS: 203, 11209 Jasper Avenue
Edmonton, Alberta
T5K 0L5

TELEPHONE: (403) 482-3533

CONTACT: Alfred J. Gardenits

NUMBER OF YEARS IN BUSINESS: 14

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Corporate Identity Programs – Transit Advertising

OTHER SERVICES:

– Marketing Plans – Opportunity Identification – Feasibility Study – Existing Data Analysis – Sales Planning – Public Relations – Video Productions – Packaging Analysis – Audio Productions

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

AREA WEST ADVERTISING LTD.

ADDRESS: 510, 10180 – 101 Street
Edmonton, Alberta
T5J 3S4

TELEPHONE: (403) 429-2100

CONTACT: Cristel Erechook, Jim Ford

NUMBER OF YEARS IN BUSINESS: 8 (Incorporate)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10

MAJOR SERVICES OFFERED:

– Marketing Plans – Personal Interviews – Sales Planning – Telephone Interviews – Simulated Sales Testing – Mail Interviews – New Product Development – Focus Groups – Advertising Research – Mall Surveys – Food Processing Information – Layout & Graphic Design – Public Relations – Video Productions – Audio Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Point of Purchase Displays (Advertisements) – Product Testing – Outdoor Advertising – Product Positioning – Logos – Packaging Analysis – Field & Trade Fair Demonstration/Convention Organization – Name Research – Questionnaire Development – Fieldwork Opinion Polling

OTHER SERVICES:

– Market Identification – Existing Data Analysis – Opportunity Identification – Economic Trend Analysis – Feasibility Study – Corporate Positioning – Distribution Analysis

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: About 40% of all projects are market research which involve providing market research data, plus analysis and recommendations.

EXPERIENCED WITH FOOD/FEED PROCESSORS: Yes

BAKER LOVICK ADVERTISING

ADDRESS: #909, 10009 – 108 Street
Edmonton, Alberta
T5J 3H2

TELEPHONE: (403) 420-6960

CONTACT: W.E. (Wayne) Robinson/E.A. (Ted) Robinson

HEAD OFFICE: Toronto

BRANCHES: Toronto/Montreal/Winnipeg/Edmonton/Calgary/Vancouver with associates and affiliates in 37 countries world wide including over 50 offices in the U.S.

NUMBER OF YEARS IN BUSINESS:

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 15

MAJOR SERVICES OFFERED:

– Marketplace Communications – Marketing Strategies – Marketing Plans – Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Corporate Positioning – Sales Planning – Simulated Sales Testing – Product Testing – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Develop-

ment – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Trade Shows

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

BUREAU ONE

ADDRESS: 10247 – 123 Street
Edmonton, Alberta

TELEPHONE: (403) 482-7466

CONTACT: Starr Smith

NUMBER OF YEARS IN BUSINESS: 11

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Corporate Positioning – Sales Planning – Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Packaging Analysis – Name Research – Questionnaire Development – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Trade Shows

* Note the important services of Bureau One involves equal components of market planning, design, public relations and promotion.

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Prefer working with specialists. If client's budget does not permit this, Bureau One will undertake basic research projects in-house.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

CALA H.R.C. LTD. (See Calgary)

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP (See Calgary)

CARLSON & ASSOCIATES ADVERTISING LTD.

ADDRESS: 2200 Scotia Place
Edmonton, Alberta
T5J 3R8

TELEPHONE: (403) 420-6760

CONTACT: Andy Shewchuk

BRANCHES: Calgary/Vancouver

NUMBER OF YEARS IN BUSINESS: 11

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10

MAJOR SERVICES OFFERED:

– Market Measurement – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Marketing Plans – Distribution Analysis – Sales Planning – Layout and Graphic Design – Advertising Research – Coupons – Public Relations – Direct Mail Campaigns

OTHER SERVICES:

– Simulated Sales Testing – Commercial Photography – New Product Development – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

DYNACON CORPORATION

ADDRESS: 204, 10116 – 105 Avenue
Edmonton, Alberta
T5H 0K2

TELEPHONE: (403) 425-1961

CONTACT: Knut Suidal

NUMBER OF YEARS IN BUSINESS: 1

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Marketing Plans – Advertising Research – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Telephone Interviews – Layout and Graphic Design – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: 10% of projects involve providing market research data, analysis and recommendations. Use outside services for market research.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

FRANCIS WILLIAMS & JOHNSON (See Market Research Firms; Marketing/Management Consultants)

GROWTH MARKETING INC.

ADDRESS: 204, 9644 – 54 Avenue
Edmonton, Alberta
T6E 5V1

TELEPHONE: (403) 437-0592

CONTACT: Larry Anderson

NUMBER OF YEARS IN BUSINESS: 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4 full time, numerous free lance and project employees.

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Logos – Comprehensive Marketing Communication Plans: Advertising, sales promotion, publicity, and personal sales campaigns.

OTHER SERVICES:

– Marketing Plans – Corporate Positioning – Sales Planning – Advertising Research – Public Relations – Video Productions – Product Positioning – Packaging Analysis – Name Research – Questionnaire Development – Fieldwork Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Audio Productions – Commercial Photography – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Are able to provide market research data, plus analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: To date no accounts.

HOMERSHAM ADVERTISING AGENCY

ADDRESS: 11802 – 124 Street
Edmonton, Alberta
T5Z 0M3

TELEPHONE: (403) 454-5625

CONTACT: Doug Homersham

NUMBER OF YEARS IN BUSINESS: 19

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4

MAJOR SERVICES OFFERED:

– Sales Planning – Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Audio Productions – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

INHOUSE ADVERTISING GROUP

ADDRESS: #200, 10301 – 108 Street
Edmonton, Alberta
T5J 1L7

TELEPHONE: (403) 429-0366

CONTACT: Wojtek Wojcicki

HEAD OFFICE: Edmonton

BRANCHES: Calgary

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 – 10

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Corporate Positioning – Sales Planning – Simulated Sales Testing – New Product Development – Advertising Research – Product Testing – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews –

Focus Groups – Food Processing Information – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:
– Telephone Interviews – Mail Interviews – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: If there is a concern that in-house research will create a bias, then firm will use outside market research services. If the project is too large firm will also use these outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

LADD & ASSOCIATES COMMUNICATIONS ALBERTA LTD.

ADDRESS: 360, 10040 – 104 Street
Edmonton, Alberta
T5J 0Z2

TELEPHONE: (403) 424-5944

CONTACT: Chris Ladd/Richard Todd – Edmonton

Ralph Brinsmead/Judith Bell – Calgary

HEAD OFFICE: Edmonton

BRANCHES: Calgary/Vancouver/Toronto/ Montreal/Halifax

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Marketing Plans – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Positioning – Layout and Graphic Design – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Advertising Research – Video Productions – Packaging Analysis – Name Research – Questionnaire Development – Fieldwork – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Do some market research in-house but can employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MARKHAM'S EVERYDAY DESIGN & GRAPHICS LTD.

ADDRESS: 5334 – 89 Street
Edmonton, Alberta

TELEPHONE: (403) 468-3180

CONTACT: Craig E. Markham

NUMBER OF YEARS IN BUSINESS: 7

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2 – 3

MAJOR SERVICES OFFERED:
– Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Logos – Packaging Analysis

OTHER SERVICES:
– New Product Development – Advertising Research – Name Research – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Sometimes test market but otherwise employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MCVEAN ADVERTISING AGENCY LTD.
(See Calgary)

PALMER JARVIS & ASSOCIATES

ADDRESS: #410, 10665 Jasper Avenue
Edmonton, Alberta
T5J 3S9

TELEPHONE: (403) 423-2943

CONTACT: Sharon Hill

HEAD OFFICE: Vancouver

BRANCHES: Edmonton/Calgary/Winnipeg

NUMBER OF YEARS IN BUSINESS: 17

NUMBER OF EMPLOYEES/PERSONS INVOLVED: Total Western Canada: 100 +

MAJOR SERVICES OFFERED:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Sales Planning – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Positioning – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Measurement – Feasibility Study – Distribution Analysis – Simulated Sales Testing – New Product Development – Advertising Research – Public Relations – Product Testing – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews – Focus

Groups – Media Planning & Buying – Media Analysis – Sales Promotion

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

ROY L. IRWIN ADVERTISING

ADDRESS: 10120 – 122 Street
Edmonton, Alberta
T5N 1L6

TELEPHONE: (403) 488-1911

CONTACT: Roy Irwin/Kathy Nisbet

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 6

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Corporate Positioning – New Product Development – Advertising Research – Video Productions – Product Positioning – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development – Fieldwork Opinion Polling – Personal Interviews

– Telephone Interviews – Mail Interviews – Focus Groups – Audio Productions – Commercial Photography

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: About 10% of the work done is research which is used as a basis for most projects.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

SAXBY PAYNE & COOK (See Market Research Firms; Marketing/Management Consultants)

SMITH AND SMITH ASSOCIATES

ADDRESS: 10129 – 124 Street
Edmonton, Alberta
T5N 1P5

TELEPHONE: (403) 482-1515

CONTACT: Dale Smith

NUMBER OF YEARS IN BUSINESS: 21

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Development, Production and Placement of Advertising and Public Relations, ie: – Print Information (Ads, Flyers, Brochures, Reports, etc.) – New Releases, Articles – Audio Productions – Visual Productions – Copywriting – Commercial Photography – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Transit Advertising – Outdoor Advertising – Logos – Direct Mailing

OTHER SERVICES:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Advertising Research – Packaging Analysis – Name Research

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Any marketing research done is very basic, not firm's major business. If research is needed, firm will work with marketing research specialists.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THE LINEAR NETWORK LTD.

ADDRESS: #1, 10426 – 81 Avenue
Edmonton, Alberta
T6E 1X5

TELEPHONE: (403) 439-1085

CONTACT: Robert D. Fralick

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 5

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – New Product Development – Advertising Research – Public Relations – Video Productions – Product Positioning – Packaging Analysis – Name Research – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Research existing data; undertake small consumer group testing.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

TRIPLE "S" ADVERTISING LTD.

ADDRESS: 14635 – 119 Avenue
Edmonton, Alberta
T5L 2N9

TELEPHONE: (403) 451-6727
Toll Free: 1 – 800 – 661-3939

CONTACT: Jelle Braaksma

NUMBER OF YEARS IN BUSINESS: 12

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10

MAJOR SERVICES OFFERED:

– Marketing Plans – Advertising Specialties – Layout and Graphic Design

OTHER SERVICES:

– Sales Planning – Simulated Sales Testing – New Product Development – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not applicable.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

AGRICULTURAL/ENGINEERING CONSULTANTS

A & G INDUSTRIAL ADVERTISING & GRAPHICS (1986) LTD.

A.D. WILLIAMS ENGINEERING LTD.

ADDRESS: #106, 4999 – 98 Avenue
Edmonton, Alberta
T6B 2X3

TELEPHONE: (403) 468-2512

CONTACT: A.D. Williams

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 16

SERVICES OFFERED:

Cost and feasibility studies for different processes.

ANGUS, BUTLER ENGINEERING (1980) LTD.
Consulting Mechanical and Electrical Engineers

ADDRESS: 9920 – 45 Avenue
Edmonton, Alberta
T6E 5J1

TELEPHONE: (403) 438-2856

CONTACT: D.N. Thorogood

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
15 – 20

AREA OF SPECIALIZATION:

Engineering design and construction management of food processing plants and associated agricultural industries.

B.W. BROOKER ENGINEERING ASSOCIATES LTD.

ADDRESS: 11738 Kingsway Avenue
Edmonton, Alberta
T5G 0X5

TELEPHONE: (403) 453-3675

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
1 – 10

AREA OF SPECIALIZATION:

Consulting Engineering Services.

DELOITTE, HASKINS AND SELLS

ADDRESS: 17th Floor, Toronto Dominion Tower
Edmonton Centre
Edmonton, Alberta
T5J 3P9

TELEPHONE: (403) 421-3755

CONTACT: Darrell Toma (421 – 3610)

HEAD OFFICE: Toronto

BRANCHES: Calgary/Edmonton/Winnipeg/ London/Guelph/Halifax

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
14 (Edmonton only)

MAJOR SERVICES OFFERED:

– Market Identification – Telephone Interviews – Market Measurement – Mail Interviews – Marketing Plans – Focus Groups – Opportunity Identification – Farmland Appraisal – Feasibility Study – Farm Financial and Economic Trend Analysis – Management Advising – Personal Interviews – Economic Studies

OTHER SERVICES:

– Distribution Analysis – Opinion Polling – Existing Data Analysis – Enterprise Analysis – Questionnaire Development

DR. J.J. RICHTER

ADDRESS: 9035 – 138 Street
Edmonton, Alberta
T5R 0E5

TELEPHONE: (403) 483-9432

CONTACT: Dr. J.J. Richter

OFFICE: 515, General Services Building
University of Alberta, Edmonton

AREA OF SPECIALIZATION:

– Agriculture Production – Marketing – Trade – Development – Infrastructure – Government Services – Education Research and Extension.

FOOD SCIENCE DEPARTMENT

ADDRESS: University of Alberta
Edmonton, Alberta
T6G 2P5

TELEPHONE: (403) 432-3236

CONTACT: Don Paradis

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
50

OTHER SERVICES:

– New Product Development – Food Processing Information – Product Testing – Packaging Analysis

* Note: Teaching and basic/applied research are the most important activities.

J.D. HENDERSON ENGINEERING LTD.

ADDRESS: 12515 – 39 Avenue
Edmonton, Alberta

TELEPHONE: (403) 436-2111

CONTACT: J.D. Henderson

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
1

MAJOR SERVICES OFFERED:

– Engineering Design – Refrigeration related to food processing and storage.

MARV ANDERSON & ASSOCIATES LIMITED

See Market Research Firms; Marketing/Management Consultants)

NOR WEST LABS

ADDRESS: 9938 – 67 Avenue
Edmonton, Alberta
T6E 0P5

TELEPHONE: (403) 438-5522

CONTACT: Jean Crepin

BRANCHES: Langley, B.C.

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 31

MAJOR SERVICES OFFERED:

– New Product Development – Product Testing

OTHER SERVICES:

– Market Identification – Opportunity Identification – Personal Interviews

PANNELL KERR FORSTER

(See Edmonton Market Research Firms; Marketing/Management Consultants)

RMC RESOURCE MANAGEMENT CONSULTANTS

(See Market Research Firms; Marketing/Management Consultants)

RURAL ECONOMY

ADDRESS: University of Alberta
Edmonton, Alberta
T6G 2H1

TELEPHONE: (403) 432-4225

CONTACT: M.H. Hawkins/D.G. Murri/
R.R. Norby

NUMBER OF YEARS IN BUSINESS: 15

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2

MAJOR SERVICES OFFERED:

Questionnaire Design and Analysis – Data Analysis

OTHER SERVICES:

– Market Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Questionnaire Development

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: –

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THE CAMBRIAN ENGINEERING GROUP LTD.

THE COOPERS & LYBRAND CONSULTING GROUP

ADDRESS: 2500 Oxford Tower
10235 – 101 Street
Edmonton, Alberta
T5J 3G1

TELEPHONE: (403) 421-0121

CONTACT: John Abbott/Mike Harle

HEAD OFFICE: Montreal

BRANCHES: Edmonton/Calgary/Vancouver/
Toronto/Winnipeg/
Ottawa/Quebec

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 200 +

AREA OF SPECIALIZATION:

– General Management Consulting – Marketing Plans – Market Research

MAJOR SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Feasibility Study

OTHER SERVICES:

– Economic Trend Analysis – Questionnaire Development

WESTRA & ASSOCIATES, INC.

ADDRESS: 7807 – 121 Avenue
Edmonton, Alberta
T5B 4T3

TELEPHONE: (403) 471-2553

CONTACT: Robert Westra

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2

MAJOR SERVICES OFFERED:

– Marketing Plans – Feasibility Study – Food Processing Information – On Farm Investigations

OTHER SERVICES:

– Existing Data Analysis – Sales Planning – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Questionnaire Development – Fieldwork – Opinion Polling – Personal Interviews – Telephone Interviews

W.L. WARDROP AND ASSOCIATES LTD.

ADDRESS: #202, 10468 Mayfield Road
Edmonton, Alberta
T5P 4P4

TELEPHONE: (403) 483-0461

CONTACT: Mr. Donison

AREA OF SPECIALIZATION: General engineering including food storage and processing and environmental control of food industry wastes.

PUBLIC RELATIONS FIRMS/CONSULTANTS

A & G INDUSTRIAL (See Advertising Firms/Consultants)

BAKER LOVICK
(See Advertising Firms/Consultants)

BERGER, HETHERINGTON & ASSOCIATES

ADDRESS: 990, 10130 – 103 Street
Edmonton, Alberta
T5J 3N9

TELEPHONE: (403) 428-6459

CONTACT: Brian Hetherington

HEAD OFFICE: Toronto

BRANCHES: Montreal/Ottawa/Calgary/Vancouver

NUMBER OF YEARS IN BUSINESS:
Montreal – 26
Edmonton & Calgary – 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED:
Edmonton – 5
Calgary – 2

MAJOR SERVICES OFFERED:

– Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.)

OTHER SERVICES:

– Video Productions – Commercial Photography – Name Research – Point of Purchase – Focus Groups – Displays (Advertisements) – Layout and Graphic Design – Outdoor Advertising – Audio Productions – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

BUREAU ONE (See Advertising Firms/Consultants)

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP (See Calgary)

KEYSTONE PUBLIC RELATIONS COUNSEL LTD.

ADDRESS: 514 Oxford Tower
10235 – 101 Street
Edmonton, Alberta
T5J 3G1

TELEPHONE: (403) 428-6275/429-2066/
424-6902

CONTACT: Phoebe-Jean Donaldson/Yasmin Almolky

NUMBER OF YEARS IN BUSINESS: 7

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 6

MAJOR SERVICES OFFERED:

– Marketing Plans – Public Relations – Layout and Graphic Design – Logos

OTHER SERVICES:

– Advertising Research – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Testing – Personal Interviews – Telephone Interviews – Mail Interviews – Mall Surveys – Audio Productions – Commercial Photography – Outdoor Advertising – Displays

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not applicable.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

LADD & ASSOCIATES (See Advertising Firms/Consultants)

MCVEAN ADVERTISING AGENCY LTD.
(See Calgary)

ORIGINS MARKETING & COMMUNICATIONS LTD.

ADDRESS: 6, 11210 – 142 Street
Edmonton, Alberta
T5M 1T9

TELEPHONE: (403) 453-6695

CONTACT: Danny Wottiuk

NUMBER OF YEARS IN BUSINESS: 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

– Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.)

OTHER SERVICES:

– Marketing Plans – New Product Development – Logos – Direct Marketing – Premiums and Incentives

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Primarily a public relations firm. Do not employ outside market research services for projects.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

SMITH AND SMITH (See Advertising Firms/Consultants)

TRIPLE "S" (See Advertising Firms/Consultants)

CALGARY

MARKETING RESEARCH FIRMS; MARKETING/MANAGEMENT CONSULTANTS

ACRO MARKETING

ADDRESS: 75 Canyon Drive N.W.
Calgary, Alberta
T2L 0R2

TELEPHONE: (403) 282-9530

CONTACT: Dennis Perkowitsch

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4 – 7

MAJOR SERVICES OFFERED:

– Marketing Plans – Telephone interviews – Sales Planning – Public Relations

OTHER SERVICES:

– Market Identification – Mail Interviews – Distribution Analysis – Focus Groups – Print Information (Ads, Flyers, Brochures, Reports, etc. – Personal Interviews – Logos – Mall Surveys – Questionnaire Development

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

ANGUS REID ASSOCIATES INC.

ADDRESS: 217 – 10 Avenue S.W.
Calgary, Alberta
T2R 0A4

TELEPHONE: (403) 237-0066

CONTACT: Coral Thygesen

HEAD OFFICE: 6 Donald Street,
Winnipeg, Manitoba
R3L 0K6

BRANCHES: Toronto/Guelph/Edmonton/Halifax/Montreal/Regina/Vancouver

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 40 + full time, 350 + part time.

MAJOR SERVICES OFFERED:

– Market Identification – Product Testing – Market Measurement – Product Positioning – Marketing Plans – Packaging Analysis – Opportunity Identification – Name Research – Corporate Positioning – Consumer Behavior Models – Advertising Research – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Market Segmentation & Positioning Studies – Retail Market Studies – New Concept Testing – Media/Readership Studies – Retail Site Location – Pricing Studies

– Corporate Communications/Public Relations Studies – Corporate Image Studies – Employee Relations & Human Resources Studies – Program Evaluation – Association/Membership Surveys – Studies of Voting Intentions

OTHER SERVICES:

– Feasibility Study – Simulated Sales Testing – Distribution Analysis – New Product Development – Sales Planning – Food Processing Information – Existing Data Analysis – Economic Trend Analysis

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, plus analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

ARCHON INTERNATIONAL MARKETING SYSTEMS (See Edmonton)

BAAR & ASSOCIATES LTD. (Market Research Field Services)

ADDRESS: 5923 Trollinger Street N.E.
Calgary, Alberta
T2K 3W5

TELEPHONE: (403) 275-3246

CONTACT: Lilo Baar

NUMBER OF YEARS IN BUSINESS: 14

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 full time, 28 part time

MAJOR SERVICES OFFERED:

– Personal Interviews – Focus Groups – Telephone Interviews – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide raw market research data only.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Not Applicable.

BOMAR MARKETING INC.

ADDRESS: 221 – 2 Avenue N.E.
Calgary, Alberta
T2E 0E3

TELEPHONE: (403) 276-2070

CONTACT: David J. Schafer

NUMBER OF YEARS IN BUSINESS: 11

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2

MAJOR SERVICES OFFERED:

– Marketing Plans – Opinion Polling – Sales Planning – Product Research – New Product Development – Telemarketing Plans – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Direct Response Programs – Demonstrations

OTHER SERVICES:

– Market Identification – Questionnaire Development – Distribution Analysis – Personal Interviews – Corporate Positioning – Telephone Interviews – Advertising Research – Mail Interviews – Public Relations – Mall Surveys – Product Testing – Layout & Graphic Design – Product Positioning – Commercial Photography – Packaging Analysis – Point of Purchase Displays (Advertisements) – Name Research – Consumer Behavior Models – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: No

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP

ADDRESS: P.O. Box 3835, Station B
Calgary, Alberta

TELEPHONE: Calgary: (403) 250-1875
Edmonton: (403) 425-1385

CONTACT: Roman Maharis

HEAD OFFICE: Calgary

BRANCHES: Edmonton

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 24

MAJOR SERVICES OFFERED:

– Foreign Market Research & Development – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Opinion Polling – Advertising

OTHER SERVICES:

– Market Identification – Video Productions – Market Measurement – Product Testing – Marketing Plans – Product Positioning – Opportunity Identification – Packaging Analysis – Feasibility Study – Name Research – Existing Data Analysis – Consumer Behavior Models – Economic Trend Analysis – Questionnaire Development – Distribution Analysis – Opinion Polling – Corporate Positioning – Personal Interviews – Sales Planning – Telephone Interviews – Simulated Sales Testing – Mail Interviews – New Product Development – Layout & Graphic Design – Advertising Research – Audio Productions – Public Relations – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Brochure & Language Presentations

CHERYL HALL BUSINESS COMMUNICATIONS GROUP

ADDRESS: 1612 Shelbourne Street S.W.
Calgary, Alberta
T3C 2L3

TELEPHONE: (403) 261-4979/244-7502

CONTACT: Cheryl Hall

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 25

MAJOR SERVICES OFFERED:

– Strategic Planning – Product Positioning – Economic Trend Analysis – Layout & Graphic Design – Corporate Positioning – Audio Productions – Sales Planning – Commercial Photography – Public Relations – Logos – Video Productions – Print Information (Ads, Flyers, Brochures, Reports etc.)

OTHER SERVICES:

– Market Identification – Product Testing – Market Measurement – Packaging Analysis – Marketing Plans – Name Research – Opportunity Identification – Questionnaire Development – Feasibility Study – Focus Groups – Distribution Analysis – Point of Purchase Displays (Advertisements) – Existing Data Analysis – Simulated Sales Testing – Outdoor Advertising – New Product Development – Communications Auditing – Advertising Research – Conference & Event Planning – Food Processing Information – Exhibit & Trade Show Design – Incentive Programs – Media Relations

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Go to those who have marketing research expertise.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

FRANCIS, WILLIAMS & JOHNSON LTD. (See Edmonton)

GENESIS MARKETING & COMMUNICATIONS INC.

ADDRESS: #330, 1032 – 17 Avenue S.W.
Calgary, Alberta
T2T 0A5

TELEPHONE: (403) 244-4224

CONTACT: Mark E. Love

NUMBER OF YEARS IN BUSINESS: 8

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 5

MAJOR SERVICES OFFERED:

– Market Identification – Product Positioning – Market Measurement – Packaging Analysis – Marketing Plans – Name Research – Corporate Positioning – Questionnaire Development – Sales Planning – Opinion Polling – Advertising Research – Personal Interviews – Public Relations – Telephone Interviews – Video Productions – Mail Interviews – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Focus Groups – Mall Surveys – Layout & Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Feasibility Study – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Subject to need of client and filled by subcontract.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HAINES COMMUNICATIONS LIMITED

ADDRESS: 533 – 10333 Southport Rd SW
Calgary, Alberta
T2W 3X6

TELEPHONE: (403) 258-3340

CONTACT: Norman H. Haines/ Gordon A. Elliott

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 5

MAJOR SERVICES OFFERED:

– Marketing Plans – Marketing Strategies – Sales Force Development – Facilitator Services – Advising on Advertising

OTHER SERVICES:

– Market Identification – Product Positioning – Market Measurement – Questionnaire Development – Opportunity Identification – Opinion Polling – Feasibility Study – Personal Interviews – Distribution Analysis – Telephone Interviews – Corporate Positioning – Mail Interviews – Sales Planning – Focus Groups – Public Relations – Mall Surveys – Quality Circles

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE IN FOOD/FEED PROCESSORS: None

HEFFRING RESEARCH GROUP LTD.

ADDRESS: #630, 999 – 8 Street S.W.
Calgary, Alberta
T2R 1J5

TELEPHONE: (403) 228-9100

CONTACT: Dr. M.P. Heffring/Joan Moddle

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 8 full time, 25 part time

MAJOR SERVICES OFFERED:

– Market Identification – Corporate Positioning – Advertising Research – Product Testing – Product Positioning – Name Research – Consumer Behavior Models – Questionnaire Development – Personal Interviews – Telephone Interviews – Focus Groups – Mall Surveys

OTHER SERVICES:

– Marketing Plans – Packaging Analysis – Opinion Polling – Mail Interviews – Social Marketing Planning/Research – Health Promotion Research/Planning

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research, data analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

INTERVIEWCO

ADDRESS: #200, 855 – 8 Avenue S.W.
Calgary, Alberta

TELEPHONE: Calgary: (403) 234-7021
Edmonton: (403) 424-9622

CONTACT: Sheila Buchan (614) 687-3570
Jean Houghton (403) 234-7021

HEAD OFFICE: Montreal

BRANCHES: British Columbia/Alberta/Saskatchewan/Manitoba/Ontario/ Quebec/New Brunswick/Nova Scotia/Newfoundland

NUMBER OF YEARS IN BUSINESS: 12 (Montreal)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10 full time (Montreal).
700 part time Nationwide.

MAJOR SERVICES OFFERED:

Fieldhouse which does – Opinion Polling – Personal Interviews – Telephone Interviews – Focus Groups – Mall Surveys

*Note: 70% of work is done through telephones.

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide raw market research data only.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS:

J. BUDD & ASSOCIATES LTD.

ADDRESS: 1440 - 9 Street N.W.
Calgary, Alberta
T2M 3L2

TELEPHONE: (403) 284-3699

CONTACT: Krystina Madej/Jim Budd

NUMBER OF YEARS IN BUSINESS: 2
NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2

MAJOR SERVICES OFFERED:

– Product Design – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design

OTHER SERVICES:

– New Product Development – Public Relations – Point of Purchase Displays (Advertisements) – Logos – Marketing Communications – Trade Show & Exhibit Design – Packaging Design – Corporate Identity Packages

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not Applicable.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

MAC LINDSAY PROMOTIONS LTD.

ADDRESS: #100, 1501 – 17 Avenue S.W.
Calgary, Alberta
T2J 0E2

TELEPHONE: (403) 229-2090
Toll Free: 1 – 800 – 661-8687

CONTACT: Mac Lindsay

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 plus several part time

MAJOR SERVICES OFFERED:

– Advertising Research

OTHER SERVICES:

– Marketing Plans – Sales Planning – Public Relations – Opinion Polling – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MARKTREND MARKETING RESEARCH INC.

ADDRESS: #204, 615 – 11 Avenue S.E.
Calgary, Alberta
T2G 0Y8

TELEPHONE: (403) 262-3737

CONTACT: Jill Basford

HEAD OFFICE: Vancouver

BRANCHES: Calgary/Edmonton

NUMBER OF YEARS IN BUSINESS: 7

NUMBER OF EMPLOYEES/PERSONS INVOLVED: Calgary 2 full time, 1 part time 20 interviewers

MAJOR SERVICES OFFERED:

– Advertising Research – Product Positioning – Questionnaire Development – Opinion Polling – Telephone Interviews – Focus Groups – Mall Surveys – Field Work

OTHER SERVICES:

– Market Identification – Market Measurement – Exisiting Data Analysis – Corporate Positioning – Product Testing – Packaging Analysis – Name Research – Opportunity Identification – Consumer Behavior Models – Personal Interviews – Mail Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: No direct experience.

OGILVY & MATHER/WEST

ADDRESS: #850, 101 – 6 Avenue S.W.
Calgary, Alberta
T2P 3P4

TELEPHONE: (403) 262-6852

CONTACT: Mark Pigott/Stewart Corbett/Kate Reynolds/Elaine Brathwaite

HEAD OFFICE: Toronto

BRANCHES: Montreal/Calgary

NUMBER OF YEARS IN BUSINESS: Calgary – 2, Canada – 26

NUMBER OF EMPLOYEES/PERSONS INVOLVED: Calgary – 16, Montreal – 30, Toronto – 230

MAJOR SERVICES OFFERED:

– Market Identification – Marketing Plans – Corporate Positioning – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Direct Marketing – Public Affairs – Product Positioning – Layout and Graphic Design

OTHER SERVICES:

– Market Measurement – Opportunity Identification – Feasibility Study – Simulated Sales Testing – New Product Development – Advertising Research – Product Testing – Packaging Analysis – Name Research – Consumer Behavior Models – Questionnaire Development – Mail Interviews – Focus Groups – Mall Surveys – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. Will undertake market research whenever possible and within budget constraints unless material is already available. Will also use outside marketing specialists if necessary.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

PANNEL KERR FORSTER (See Edmonton)

PROFIT MATTERS INCORPORATED

ADDRESS: 222 – 1 Avenue S.W.
Calgary, Alberta
T2P 0A5

TELEPHONE: (403) 269-6886

CONTACT: Nicola Ross

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4

MAJOR SERVICES OFFERED:

– Marketing Plans – Feasibility Study – Business Plans – Market Research

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Corporate Positioning – Sales Planning – Simulated Sales Testing – New Product Development – Advertising Research – Food Processing Information – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Testing – Product Positioning – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Profitability Analysis – Bank Presentations for Financing

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

QUALITY CONTROL RESEARCH INC.
(See Edmonton)

R.M. SULLIVAN ADVERTISING CONSULTANTS

ADDRESS: 140 Bernard Close N.W.
Calgary, Alberta
T3K 2H3

TELEPHONE: (403) 275-7313

CONTACT: Richard Sullivan

NUMBER OF YEARS IN BUSINESS: 1

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1

MAJOR SERVICES OFFERED:

– Market Identification – Marketing Plans – Advertising Research – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Media Placement – Media Planning – Packaging Analysis – Layout and Graphic Design – All Other Advertising and Promotion Related Areas

OTHER SERVICES:

– Opportunity Identification – Existing Data Analysis – Sales Planning – Simulated Sales Testing – New Product Development – Public Relations – Video Productions – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Do small scale market research, otherwise can employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

STEVENSON KELLOGG ERNST & WHINNEY
(See Edmonton)

THE ADVISORY GROUP

ADDRESS: #310, 1122 – 4 Street S.W.
Calgary, Alberta
T2R 1M1

TELEPHONE: (403) 264-2440

CONTACT: Natalie MacLean

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 6 full time, 2 part time, 5 associates

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Product Positioning – Personal Interviews – Market Analysis and Resultant Financial Implications

OTHER SERVICES:

– Marketing Plans – Corporate Positioning – Product Testing – Packaging Analysis – Questionnaire Development – Fieldwork – Telephone Interviews – Focus Groups – Mall Surveys – Marketing Strategies

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. Approach outside marketing specialists, if a quantitative research project is required in conjunction with a study.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THOMPSON LIGHTSTONE & COMPANY LIMITED

ADDRESS: 312 – 4014 McLeod Trail South
Calgary, Alberta
T2G 5A3

TELEPHONE: (403) 287-2290

CONTACT: Ian M. Lightstone

HEAD OFFICE: Toronto

BRANCHES: Vancouver/Edmonton/Winnipeg/Hamilton/London/Ottawa/Toronto/Montreal/Saint John/Halifax/Regina/Kingston/Sudbury/Chicoutimi/Quebec/Trois Rivieres/Fredericton/St. John's

NUMBER OF YEARS IN BUSINESS: 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 60

MAJOR SERVICES OFFERED:

– Opportunity Identification – Corporate Positioning – Simulate Sales Testing – New Product Development – Advertising Research – Product Testing – Product Positioning – Packaging Analysis – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Focus Groups – Mall Surveys

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Food Processing Information – Name Research – Mall Interviews

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis and recommendations.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

WATSON ADVERTISING/COMMUNICATIONS LTD.

ADDRESS: #600, 665 – 8 Street S.W.
Calgary, Alberta
T2P 3K7

TELEPHONE: (403) 234-7344

CONTACT: R.D. (Bob) Watson/R.A. (Tony) Watson/R.H. (Bob) Hosking

NUMBER OF YEARS IN BUSINESS: 26

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10 full time

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement –

Marketing Plans – Opportunity Identification – Feasibility Study – Distribution Analysis – Existing Data Analysis – Economic Trend Analysis – Corporate Positioning – New Product Development – Advertising Research – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Name Research – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys – Layout & Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – National & International Trade Promotion

OTHER SERVICES:

– Sales Planning – Simulated Sales Testing – Food Processing Information – Video Productions – Product Testing – Product Positioning – Packaging Analysis – Consumer Behavior Models

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. Contract market research as required, to whatever extent required by the pertinent client, product or service.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

WESTERN MANAGEMENT CONSULTANTS
(See Edmonton, Marketing Research Firms)

ADVERTISING FIRMS/CONSULTANTS

ACRO MARKETING (See Market Research Firms; Marketing/Management Consultants)

ADAMS COMMUNICATIONS COUNSEL LTD.

ADDRESS: #204, 513 – 8 Avenue S.W.
Calgary, Alberta

TELEPHONE: (403) 237-5677/262-4681

CONTACT: Yvonne Adam

NUMBER OF YEARS IN BUSINESS:

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 – 10

MAJOR SERVICES OFFERED:

– Marketing Plans – Packaging Analysis – New Product Development – Corporate Positioning – Package Testing – Name Research

BAKER LOVICK ADVERTISING (See Edmonton)

BAKO/BECQ PHOTOGRAPHY

ADDRESS: 3047 – 4 Street S.W.
Calgary, Alberta
T2S 1X9

TELEPHONE: (403) 243-9789

CONTACT:

NUMBER OF YEARS IN BUSINESS: 5

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2

MAJOR SERVICES OFFERED:

– Public Relations – Commercial Photography

OTHER SERVICES:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Point of Purchase Displays (Advertisements)

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not Applicable

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Not Applicable

CALA H.R.C. LTD.

ADDRESS: #320, 534 – 17 Avenue S.W.
Calgary, Alberta
T2S 0B1

TELEPHONE: (403) 228-2965

CONTACT: Sandy Penrose

HEAD OFFICE: Montreal

BRANCHES: Calgary/Toronto/Ottawa/Edmonton

NUMBER OF YEARS IN BUSINESS: 9

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 58

MAJOR SERVICES OFFERED:

– Advertising Research – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Logos

OTHER SERVICES:

– Market Identification – Marketing Plans – Existing Data Analysis – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not Applicable

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Not aware of any major projects completed.

CANADIAN TRADE & INDUSTRY GROUP
(See Market Research Firms: Marketing/Management Consultants)

CARLSON & ASSOCIATES (See Edmonton)

CONNEXIONS MARKETING & COMMUNICATIONS LTD.

ADDRESS: #101, 6011 – 1A Street S.W.
Calgary, Alberta
T3H 1L1

TELEPHONE: (403) 252-5920

CONTACT:

NUMBER OF YEARS IN BUSINESS: Less than 1 year

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1

MAJOR SERVICES OFFERED:

– Marketing Plans – Corporate Communications

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Existing Data Analysis – Corporate Positioning – New Product Development – Advertising Research – Print Information (Ads, Flyers, Brochures, Reports, etc.)

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Often use outside services. In-house service will utilize primarily secondary data analysis. Try to encourage clients to use primary research where it will prove to be beneficial.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: No experience in food industry.

COOPER HAYES ADVERTISING LTD.

ADDRESS: #40, 1035 – 64 Avenue S.E.
Calgary, Alberta
T2H 2J7

TELEPHONE: (403) 255-9344/255-6005

CONTACT: Steven Bottoms

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 12

MAJOR SERVICES OFFERED:

– Marketing Plans – Product Positioning – Print Information (Ads, Flyers, Brochures, Reports, etc.)

OTHER SERVICES:

– Market Identification – Opportunity Identification – Corporate Positioning – New Product Development – Advertising Research – Public Relations – Video Productions – Packaging Analysis – Name Research – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Employ outside services

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Not Applicable

CREATIVE SOLUTIONS INC.

ADDRESS: #2, 3704 – 6 Street N.E.
Calgary, Alberta

TELEPHONE: (403) 277-3817

CONTACT: Richard

NUMBER OF YEARS IN BUSINESS: Over 15 years – 3 years under present company

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 8

MAJOR SERVICES OFFERED:

– Corporate Positioning – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Name Research – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Opportunity Identification – Feasibility Study – Distribution Analysis – Economic Trend Analysis – Sales Planning – New Product Development – Advertising Research – Public Relations – Product Testing – Product Positioning – Packaging Analysis – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. Market research is taken to the extent necessary to develop sound marketing strategies and communications programs.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

DANIEL J. ALBERT ADVERTISING & COMMUNICATIONS LTD.

ADDRESS: #207, 208 – 57 Avenue S.W.
Calgary, Alberta
T2H 2K8

TELEPHONE: (403) 258-2777

CONTACT: Dan Albert

NUMBER OF YEARS IN BUSINESS: 4

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 4

MAJOR SERVICES OFFERED:

– Creative concept to camera ready art of print information (ads, flyers, brochures, reports, etc.)

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – Feasibility Study – Sales Planning – Product Positioning – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ DIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations from identification of target markets to implementation of an ad campaign.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

E.A. GRANT CONSULTING LTD.

ADDRESS: #210, 3016 – 19 Street N.E.
Calgary, Alberta
T2E 6Y9

TELEPHONE: (403) 250-7068

CONTACT: Eileen A. Grant

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.)

OTHER SERVICES:

– Layout and Graphic Design – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Not Applicable

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

FRANCIS, WILLIAMS & JOHNSON LTD.
(See Edmonton, Marketing Research Firms)

GLASS CREATIVE GROUP

ADDRESS: 1200, 915 – 7 Avenue S.W.
Calgary, Alberta
T2P 3N8

TELEPHONE: (403) 266-5940

CONTACT: Kathy Lloyd/Gus Litsas/Rupac Acharya

NUMBER OF YEARS IN BUSINESS: 2

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 6

MAJOR SERVICES OFFERED:

– Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– New Product Development – Product Testing – Product Positioning – Packaging Analysis – Name Research – Focus Groups

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: –

MARKETING RESEARCH CAPABILITIES: Occasionally conduct focus groups for youth related products, but otherwise, employ outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HAYHURST COMMUNICATIONS ALBERTA LTD.

ADDRESS: #600, 1040 – 7 Avenue S.W.
Calgary, Alberta
T2P 3G9

TELEPHONE: (403) 237-8200

CONTACT: Jim Law

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 25

MAJOR SERVICES OFFERED:

– Advertising (includes corporate and product positioning) – Public Relations – Layout and Graphic Design

OTHER SERVICES:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Use outside services. Company stresses to the client the benefits derived from conducting research.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HIGHWOOD COMMUNICATIONS LTD.

ADDRESS: #200, 1016 – 68 Avenue S.W.
Calgary, Alberta
T2V 4J3

TELEPHONE: (403) 255-2202
Toll Free in Alberta:
1 – 800 – 352-8230

CONTACT: Robert H. McCullagh/Barry A. Styles/Anne McNamara

NUMBER OF YEARS IN BUSINESS: 7

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 18 – 20 (full time)

MAJOR SERVICES OFFERED:

– Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Packaging Design – POS materials

OTHER SERVICES:

– Marketing Plans – Corporate Positioning – Advertising Research – Video Productions – Layout and Graphic Design

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes (non-equity relationships)

MARKETING RESEARCH CAPABILITIES: Subcontract research services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

INHOUSE ADVERTISING GROUP (See Edmonton)

LADD & ASSOCIATES (See Edmonton)

MAC LINDSAY PROMOTIONS
(See Market Research Firms; Marketing/Management Consultants)

MERV SCHUETZLE COMMUNICATIONS

ADDRESS: #5, 1916 – 30 Avenue N.E.
Calgary, Alberta
T2E 7B2

TELEPHONE: (403) 250-5865

CONTACT: Merv Schuetzle

NUMBER OF YEARS IN BUSINESS: 5

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1

MAJOR SERVICES OFFERED:

– Layout and Graphic Design – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Advertising

OTHER SERVICES:

– Advertising Research – Public Relations – Video Productions – Outdoor Advertising – Packaging Analysis – Name Research – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Logo Design/Search/Registration

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

MCVEAN ADVERTISING AGENCY LIMITED

ADDRESS: #310, 1010 – 8 Avenue S.W.
Calgary, Alberta
T2P 1J2

TELEPHONE: (403) 269-7815

CONTACT: Sheridan McVean

HEAD OFFICE: Calgary

BRANCHES: Edmonton

NUMBER OF YEARS IN BUSINESS: 22

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 10

MAJOR SERVICES OFFERED:

– Product Positioning – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Government Relations – Media Relations – Communications Consulting – Food Processing Information

OTHER SERVICES:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Advertising Research – Questionnaire Development – Mail Interviews – Focus Groups

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Do some aspects of market research internally but it depends on how large the project will be. Use outside services when need be.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

ODIN CREATIVE DIMENSIONS LTD.

ADDRESS: 6216 Touchwood Drive N.W.
Calgary, Alberta
T2K 3L9

TELEPHONE: (403) 274-4866

CONTACT: Les Ollenberg

NUMBER OF YEARS IN BUSINESS: 12

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2 Permanent, 4 Part Time

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Identification – Opportunity Identification – New Product Development – Advertising Research – Packaging Analysis – Point of Purchase Displays (Advertisements)

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes (in terms of market research)

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

OGILVY & MATHER/WEST (See Market Research Firms; Marketing/Management Consultants)

PALMER, JARVIS & ASSOCIATES (See Edmonton)

PENTAGRAM GROUP OF DESIGNERS LTD.

ADDRESS: #200, 1950 – 10 Avenue S.W.
Calgary, Alberta
T3P 0J8

TELEPHONE: (403) 245-5225

CONTACT: Laurie Stockburger

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Marketing Plans – New Product Development – Advertising Research – Packaging Analysis – Name Research – Audio Productions – Commercial Photography – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: –

PUBLIC RELATIONS PLUS (CALGARY) LTD.

ADDRESS: 424 – 11A Street N.W.
Calgary, Alberta
T2N 1Y1

TELEPHONE: (403) 270-4414

CONTACT: Margaret Archibald

NUMBER OF YEARS IN BUSINESS: 6

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 full time, 1 part time, 1 affiliate

MAJOR SERVICES OFFERED:

– Teaching and Communications Planning and Management – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Marketing Plans

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Feasibility Study – Existing Data Analysis – Economic Trend Analysis – Corporate Positioning – Sales Planning – New Product Development – Advertising Research – Product Positioning – Packaging Analysis – Name Research – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Mall Surveys – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Simple research, small samples, that does not require cross-collating. Use a market research firm for major projects if need be.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Nil.

QUALLY & COMPANYQUALLY & COMPANY

ADDRESS: 4223 Rundlehorn Drive N.E.
Calgary, Alberta
T1Y 2K3

TELEPHONE: (403) 285-7995

CONTACT: Jack M. Qually

NUMBER OF YEARS IN BUSINESS: 13

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1

MAJOR SERVICES OFFERED:

– Media Services – Communications Planning – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Packaging Analysis – Layout and Graphic Design – Logos

OTHER SERVICES:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Sales Planning – Simulated Sales Testing – New Product Development – Advertising Research – Product Positioning – Mall Surveys – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to do cursory and in-depth research. However, this is predicted by money and the quality of information the client requires. Also use outside services if need arises.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

RICHARD LORIEAU & ASSOCIATES

ADDRESS: #910, 5300 Rundlehorn Drive N.E.
Calgary, Alberta
T1Y 3V5

TELEPHONE: (430) 280-0641

CONTACT: Richard Lorieau

NUMBER OF YEARS IN BUSINESS: 2

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 full time, 8 part time

MAJOR SERVICES OFFERED:

- Annual Reports

OTHER SERVICES:

- Corporate Positioning - Advertising Research - Corporate Identification - Print Information (Ads, Flyers, Brochures, Reports, etc.) - Layout and Graphic Design - Commercial Photography - Point of Purchase Displays (Advertisements) - Outdoor Advertising - Logos - Package Design - Displays - Signage

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: --

MARKETING RESEARCH CAPABILITIES: Not applicable. In a lot of cases, marketing research would already be done before using the company's services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

RIVARD ADVERTISING AND DESIGN LTD.

ADDRESS: #200, 609 - 8 Street S.W.
Calgary, Alberta
T2P 2A6

TELEPHONE: (403) 233-8585

CONTACT: Marguerite Stawowski

NUMBER OF YEARS IN BUSINESS: 5

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

- Layout and Graphic Design - Print Information (Ads, Flyers, Brochures, Reports, etc.)

OTHER SERVICES:

- Marketing Plans - Name Research - Commercial Photography - Point of Purchase Displays (Advertisements) - Outdoor Advertising - Logos - Collateral Materials

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Not applicable.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

R.M. SULLIVAN ADVERTISING CONSULTANTS
(See Market Research Firms; Marketing/Management Consultants)

THE DESIGN CENTRE

ADDRESS: Studio 010, 640 - 7 Avenue S.W.
Calgary, Alberta
T2P 0Y5

TELEPHONE: (403) 262-1661

CONTACT: Harry Yeung

NUMBER OF YEARS IN BUSINESS: 2 (However, in advertising industries more than 14 years)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

- Print Information (Ads, Flyers, Brochures, Reports, etc.) - Layout and Graphic Design - Point of Purchase Displays (Advertisements) - Outdoor Advertising - Logos - Public Communications - Planning for Overall Advertising

OTHER SERVICES:

- Simulated Sales Testing - Advertising Research - Public Relations - Personal Interviews - Telephone Interviews - Audio Productions - Commercial Photography

WORK IN ASSOCIATION WITH OTHER FIRMS/ INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THE WRITE HAND
(Owned by MoonStone Enterprises Ltd.)

ADDRESS: 1223B - 11 Avenue S.W.
Calgary, Alberta
T3C 0M5

TELEPHONE: (403) 245-5558

CONTACT: Donna McConaghy/Shael Gelfard

NUMBER OF YEARS IN BUSINESS:
The Write Hand – 1
MoonStone Enterprises Ltd. – 10

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 25

MAJOR SERVICES OFFERED:

– Professional writing services ranging from copywriting for ads to scriptwriting for film-A/V's, to reports and advertising campaigns.

OTHER SERVICES:

– Marketing Plans – Feasibility Study – Existing Data Analysis – Corporate Positioning – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos – Special Events Coordination and Live Productions (i.e. for openings, etc.)

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. However about 60% of its business comes with predetermined market research. For large accounts ($250,000+) or clients who want province-wide distribution, the firm would subcontract certain aspects of the market research.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

THOMAS L. FAHEY ADVERTISING & PROMOTIONS LTD.

ADDRESS: #224, 11 Avenue S.W.
Calgary, Alberta
T2R 0B9

TELEPHONE: (403) 263-3775

CONTACT: Tom Fahey

NUMBER OF YEARS IN BUSINESS: 5

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 3

MAJOR SERVICES OFFERED:

– Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Questionnaire Development – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Marketing Plans – Feasibility Study – New Product Development – Name Research – Consumer Behavior Models – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Design and wording of questionnaires. Follow up analysis and implementation of corrective measures both in-store and externally. Will also use outside market analysis groups if necessary.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

WATERMARK STUDIOS LTD.

ADDRESS: #500, 1207 – 11 Avenue S.W.
Calgary, Alberta
T3C 0M5

TELEPHONE: (403) 228-7949

CONTACT: Alan John

NUMBER OF YEARS IN BUSINESS: 5

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 8

MAJOR SERVICES OFFERED:

– Print Information (Ads, Flyers, Brochures, Reports, etc.) – Advertising, Design and Production

OTHER SERVICES:

– Marketing Plans – Corporate Positioning – Advertising Research – Public Relations – Product Positioning – Name Research – Questionnaire Development – Layout and Graphic Design – Audio Productions – Commercial Photography – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

WATSON ADVERTISING/COMMUNICATIONS LTD. (See Market Research Firms; Marketing/Management Consultants)

WESTWARD ADVERTISING INC.

ADDRESS: #1000, 910 – 7 Avenue S.W.
Calgary, Alberta
T2P 3N8

TELEPHONE: (403) 234-7448

CONTACT: Carol Fodor

NUMBER OF YEARS IN BUSINESS: 3

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 7

MAJOR SERVICES OFFERED:

– Marketing Plans – Advertising Research – Public Relations – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Corporate Positioning – Sales Planning – New Product Development – Product Positioning – Packaging Analysis – Name Research – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Focus Groups – Mall Surveys

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: No

MARKETING RESEARCH CAPABILITIES: Able to provide market research data, analysis, and recommendations. Research is done to basic outline. Majority of research supervised only – done outside.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

AGRICULTURAL/ENGINEERING CONSULTANTS

AGRICULTURE STUDIES/CANWEST INC.

ADDRESS: 217 – 10 Avenue S.W.
Calgary, Alberta T2R 0A4

TELEPHONE: (403) 237-0066

CONTACT: Coral Thygesen

HEAD OFFICE: Winnipeg

BRANCHES: Calgary

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 25 – 50

AREA OF SPECIALIZATION: Market Research

MAJOR SERVICES OFFERED:

– Market Identification – Market Measurement – Opportunity Identification – Feasibility Study – Distribution Analysis

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP (See Market Research Firms; Marketing/Management Consultants)

DELOITTE HASKINS AND SELLS (See Edmonton)

FIELDSTONE MARKETING & PUBLIC RELATIONS LTD. (See Public Relations Firms/Consultants)

MCKINNON, ALLEN & ASSOCIATES (WESTERN) LTD.

ADDRESS: 1115 – 46 Avenue S.E.
Calgary, Alberta
T2G 2A5

TELEPHONE: (403) 243-4345

CONTACT: Doug Allen

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 8

MAJOR SERVICES OFFERED:

– Economic Trend Analysis – Feasibility Study – Existing Data Analysis

OTHER SERVICES:

– Market Identification – Market Measurement – Opportunity Identification – Advertising Research – Public Relations – Video Productions – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Name Research – Consumer Behavior Models – Questionnaire Development – Opinion Polling – Personal Interviews – Telephone Interviews – Mail Interviews – Mall Surveys – Layout and Graphic Design – Audio Productions – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

THE CAMBRIAN ENGINEERING GROUP LTD.

ADDRESS: #202, 6420 – 6A Street S.E.
Calgary, Alberta
T2H 2B7

TELEPHONE: (403) 252-6661

CONTACT: Ivan Kralovic

HEAD OFFICE: Mississauga

BRANCHES: Calgary/Saskatoon

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 – 10

AREA OF SPECIALIZATION: Feasibility studies.

MAJOR SERVICES OFFERED:

– Conceptual and detailed design of oilseed processing plants, feed mills and storage and cleaning plants.

THE COOPERS & LYBRAND CONSULTING GROUP (See Edmonton Agricultural/Engineering Consultants)

WATSON ADVERTISING/COMMUNICATIONS LTD. (See Market Research Firms; Marketing/Management Consultants)

PUBLIC RELATIONS FIRMS/CONSULTANTS

ACRO MARKETING (See Market Research Firms; Marketing/Management Consultants)

BAKER LOVICK ADVERTISING (See Edmonton)

BAKO/BECQ

BERGER HETHERINGTON & ASSOCIATES (See Edmonton)

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP(See Market Research Firms; Marketing/Management Consultants)

FIELDSTONE MARKETING & PUBLIC RELATIONS LTD.

ADDRESS: #303, 5940 Macleod Trail South
Calgary, Alberta
T2H 2G4

TELEPHONE: (403) 252-5822

CONTACT: Kim McConnell/Terry Hockaday/
Debbie Falk

NUMBER OF YEARS IN BUSINESS: 25 (formerly called Kim-Can Communications)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 5

MAJOR SERVICES OFFERED:

– Agricultural Marketing and Public Relations – Direct Marketing – Collateral Materials – Special Events (Meetings, Tours, Incentive Programs, etc.)

OTHER SERVICES:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Sales Planning – New Product Development – Advertising Research – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Testing – Product Positioning – Questionnaire Development – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HAYHURST COMMUNICATIONS (See Advertising Firms/Consultants)

LADD & ASSOCIATES (See Edmonton Advertising Firms/Consultants)

MAC LINDSAY (See Market Research Firms; Marketing/Management Consultants)

MCVEAN (See Advertising Firms/Consultants)

PUBLIC RELATIONS PLUS (See Advertising Firms/Consultants)

QUALLY (See Advertising Firms/Consultants)

THOMAS L. FAHEY (See Advertising Firms/Consultants)

WATSON ADVERTISING/COMMUNICATIONS LTD.
(See Market Research Firms; Marketing/Management Consultants)

FIRMS OUTSIDE CALGARY AND EDMONTON

LAKESIDE RESEARCH, A Division of Lakeside Feeders Ltd.

ADDRESS: Box 800
Brooks, Alberta
T0J 0J0

TELEPHONE: (403) 362-3326

CONTACT: R.E. Grimson

HEAD OFFICE: Brooks

BRANCHES: Calgary

NUMBER OF YEARS IN BUSINESS: 14

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 17

MAJOR SERVICES OFFERED:

– Animal Agriculture Production – Economic Trend Analysis (Animal Agriculture) – Food Processing Information (Meats Only)

OTHER SERVICES:

– Market Identification – Feasibility Study – Corporate Positioning – New Product Development – Product Testing (in Animal Agriculture) – Animal Nutrition Research – Soil and Plant Nutrition

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

SALES FORCE ADVERTISING

ADDRESS: 312 – 1 Avenue South
Lethbridge, Alberta

TELEPHONE: (403) 328-0100

CONTACT: – –

NUMBER OF YEARS IN BUSINESS: 2

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2 full time

MAJOR SERVICES OFFERED:

– New Product Development – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Sales Planning – Public Relations – Packaging Analysis – Name Research

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

THE CAMBRIAN ENGINEERING GROUP LTD.

ADDRESS: #202, 6420 – 6A Street S.E.
Calgary, Alberta
T2H 2B7

TELEPHONE: (403) 252-6661

CONTACT: Ivan Kralovic

HEAD OFFICE: Mississauga

BRANCHES: Calgary/Saskatoon

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 1 – 10

AREA OF SPECIALIZATION: Feasibility studies.

MAJOR SERVICES OFFERED:

– Conceptual and detailed design of oilseed processing plants, feed mills and storage and cleaning plants.

THE COOPERS & LYBRAND CONSULTING GROUP (See Edmonton Agricultural/Engineering Consultants)

WATSON ADVERTISING/COMMUNICATIONS LTD. (See Market Research Firms; Marketing/Management Consultants)

PUBLIC RELATIONS FIRMS/CONSULTANTS

ACRO MARKETING (See Market Research Firms; Marketing/Management Consultants)

BAKER LOVICK ADVERTISING (See Edmonton)

BAKO/BECQ

BERGER HETHERINGTON & ASSOCIATES (See Edmonton)

CANADIAN TRADE & INDUSTRY PUBLISHING GROUP(See Market Research Firms; Marketing/Management Consultants)

FIELDSTONE MARKETING & PUBLIC RELATIONS LTD.

ADDRESS: #303, 5940 Macleod Trail South
Calgary, Alberta
T2H 2G4

TELEPHONE: (403) 252-5822

CONTACT: Kim McConnell/Terry Hockaday/
Debbie Falk

NUMBER OF YEARS IN BUSINESS: 25 (formerly called Kim-Can Communications)

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 5

MAJOR SERVICES OFFERED:

– Agricultural Marketing and Public Relations – Direct Marketing – Collateral Materials – Special Events (Meetings, Tours, Incentive Programs, etc.)

OTHER SERVICES:

– Market Identification – Marketing Plans – Opportunity Identification – Corporate Positioning – Sales Planning – New Product Development – Advertising Research – Print Information (Ads, Flyers, Brochures, Reports, etc.) – Product Testing – Product Positioning – Questionnaire Development – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

HAYHURST COMMUNICATIONS (See Advertising Firms/Consultants)

LADD & ASSOCIATES (See Edmonton Advertising Firms/Consultants)

MAC LINDSAY (See Market Research Firms; Marketing/Management Consultants)

MCVEAN (See Advertising Firms/Consultants)

PUBLIC RELATIONS PLUS (See Advertising Firms/Consultants)

QUALLY (See Advertising Firms/Consultants)

THOMAS L. FAHEY (See Advertising Firms/Consultants)

WATSON ADVERTISING/COMMUNICATIONS LTD.
(See Market Research Firms; Marketing/Management Consultants)

FIRMS OUTSIDE CALGARY AND EDMONTON

LAKESIDE RESEARCH, A Division of Lakeside Feeders Ltd.

ADDRESS: Box 800
Brooks, Alberta
T0J 0J0

TELEPHONE: (403) 362-3326

CONTACT: R.E. Grimson

HEAD OFFICE: Brooks

BRANCHES: Calgary

NUMBER OF YEARS IN BUSINESS: 14

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 17

MAJOR SERVICES OFFERED:

– Animal Agriculture Production – Economic Trend Analysis (Animal Agriculture) – Food Processing Information (Meats Only)

OTHER SERVICES:

– Market Identification – Feasibility Study – Corporate Positioning – New Product Development – Product Testing (in Animal Agriculture) – Animal Nutrition Research – Soil and Plant Nutrition

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: Yes

SALES FORCE ADVERTISING

ADDRESS: 312 – 1 Avenue South
Lethbridge, Alberta

TELEPHONE: (403) 328-0100

CONTACT: – –

NUMBER OF YEARS IN BUSINESS: 2

NUMBER OF EMPLOYEES/PERSONS INVOLVED: 2 full time

MAJOR SERVICES OFFERED:

– New Product Development – Layout and Graphic Design – Point of Purchase Displays (Advertisements) – Outdoor Advertising – Logos

OTHER SERVICES:

– Sales Planning – Public Relations – Packaging Analysis – Name Research

WORK IN ASSOCIATION WITH OTHER FIRMS/INDIVIDUALS: Yes

MARKETING RESEARCH CAPABILITIES: Use outside services.

PRIOR EXPERIENCE WITH FOOD/FEED PROCESSORS: --

SELECTED INFORMATION SOURCES

USED BY THE FOOD INDUSTRY

SELECTED INFORMATION SOURCES USED BY THE FOOD INDUSTRY

This section offers a selection of information sources often used by food manufacturers and those in the grocery trade. Reports and publications cited here provide information which is often very specific on market size, demographics, per capita consumption, growth trends and competition. Companies will have industry specific sources of information which may compliment or be included in the reports listed in this section.

The companies and/or publications in this section were determined to be amongst the best available. Some are purchased frequently or subscribed to by manufacturers and retailers alike and are unavailable in libraries. This was further reason to show the users of AIM the kind of information being examined by the manufacturers and grocery industry today. There is a cost associated with much of the material with the price ranging from $10 to over $5000. Users interested in purchasing the materials referenced in this section should contact the Market Development Division or the respective firm to discuss their specific needs.

BUSINESS TREND ANALYSTS

ADDRESS: Business Trend Analysis
2171 Jericho Turnpike
Commack, New York
United States 11725

TELEPHONE: 516/462-5454

CONTACT: Doretta M. Pinto,
Product Manager

SERVICE/INFORMATION OFFERED: FOR PURCHASE Reports Range From $500 – $1,000 US

Business Trend Analysts offer information from their data base centre, which is United States oriented. There are numerous studies done on the users of various food products, and the firm is able to customize survey designs if the information is not sufficient. The market data available in the data base can be cross tabulated with other demographic parameters such as sex, age and income. The Business Trend Analysts business reports on almost every major US industry provide information on such subjects as market potential/share, product mix, pricing, new products, industry economics, company financial data, etc. Business Trend Analysts offers quantity discounts on reports and a quarterly brochure of new titles is available in the Alberta Agriculture Library or can be ordered directly from the company.

CANADIAN KEY BUSINESS DIRECTORY

ADDRESS: Dun & Bradstreet Canada
Marketing Services Division
365 Bloor St. East, 15th Floor
TORONTO, Ontario
M4W 3L4

TELEPHONE: 416/963-6505

BRANCHES: Calgary
Edmonton
Vancouver
Montreal/Toronto/Vanier, Ontario

CONTACT: Dun & Bradstreet

— **Canadian Key Business Directory** is available in Winspear Library, University of Alberta, Edmonton

INFORMATION OFFERED: FOR PURCHASE

This directory is a very useful reference for studying the marketplace and the competition. The profile of the top three percent of all Canadian businesses is examined and the criteria for these businesses are as follows:

(a) $10,000,000 + sales
or

(b) 100 total employees
or

(c) $750,000 net worth with branches not included
or

(d) Branches having more than 500 employees

Under each company heading there is the address, specialization, sales (if made available), number of employees, and a list of officers of the company with their functions.

CANADIAN MARKETS 1987

ADDRESS: Financial Post Information Service
MacLean Hunter Limited
MacLean Hunter Building
777 Bay Street
Toronto, Ontario
M5N 1A7

TELEPHONE: 416/596-5147

AVAILABLE: Alberta Agriculture Library

INFORMATION OFFERED: FOR PURCHASE $75 Canadian (1986) Approximately

This is an annual publication that provides current estimates and forecasts of disposable income, population, households, and retail sales for markets nationwide. The markets concentrated on are economic regions and municipalities which have a population of 10,000 or more. The publication offers buying power indices, extensive and economic data. There is also a quick reference to significant statistics on Canada and the provinces as well as detailed newspaper, radio and television data.

CANADIAN MEDIA DIRECTORS COUNCIL MEDIA DIGEST

ADDRESS: Marketing
5th Floor, Group G
777 Bay Street
TORONTO, Ontario
M5W 1A7

TELEPHONE: 416/596-5858

CONTACT: Colin Muncie, Editor

Available Alberta Agriculture Library

INFORMATION OFFERED: FOR PURCHASE

The Digest is a guide containing information about the various audiences who use the major advertising mediums in the country. This will be useful to a firm in the process of review or development of a marketing plan. For example when focusing an advertising campaign as well as for ideas on potential places/methods to advertise.

COMPUSEARCH MARKET AND SOCIAL RESEARCH LIMITED

ADDRESS: 16 Madison Avenue
TORONTO, Ontario
M5R 2S1

TELEPHONE: 416/967-5881 (Toronto)
604/688-5355 (Vancouver)

BRANCHES: Montreal/Vancouver

CONTACT: David Lovelock, Consultant (Toronto)

SERVICE/INFORMATION OFFERED: FOR PURCHASE

Compusearch using their own in house computers can provide fast, accurate, cost efficent customer profiles, demand forecasts, penetration studies and segmentation analyses. Their analysis and presentation of data is available for all of Canada and the U.S. Demographic as well as market data is available.

The data base includes on a block-by-block basis (for all of Canada) the Census of Canada update on household income and consumer expenditure information.

The services offered by Compusearch include the identification and analysis of trade areas and the development of customer profiles using a unique market segmentation framework called Lifestyles. Survey design and statistical analyses of responses are also provided. Using their computer, postal codes can be ranked according to their ability to respond and colour computerized graphics for maps, charts and tables can be generated. Market feasibility, site selection studies and cross tabulations of Census Canada data with client supplied data are other services available.

CONSUMERLINE

ADDRESS: Grocery Products Manufacturers of Canada
Suite 101,
1185 Eglington Avenue East
DON MILLS, Ontario
M3C 3C6

INFORMATION OFFERED: NO COST

Consumerline is a monthly publication put out by the Grocery Products Manufacturers of Canada (GPMC) that summarizes the findings of the 1987 GPMC report "Grocery Attitudes of Canadians" research. Future surveys will be conducted twice annually and will allow the tracking of trends or shifts in consumer attitudes. Some of the issues in the initial questionnaire were shopping habits and factors important in choosing a grocery store, interest in nutrition and grocery ingredients, product label information, regulatory control and perception of who is responsible to ensure grocery product safety.

DIRECTORY OF MARKETING RESEARCH ORGANIZATION(S) 1986

ADDRESS: Professional Marketing Research Society
P.O. Box 5155
Terminal A
Toronto, Ontario
M5W 1N5

INFORMATION OFFERED: NO COST

The directory provides descriptions of the services available from individual organizations across Canada. Users of the directory who are new to purchasing marketing research services in Canada will find it useful to review the Rules of Conduct and Good Practice appended to the directory.

ISL INTERNATIONAL SURVEYS LTD.

ADDRESS: 85 Eglinton Avenue East
TORONTO, Ontario
M4P 2Z5

TELEPHONE: 416/487-3381

CONTACT: Syndicated Services Division

SERVICE/INFORMATION OFFERED: FOR PURCHASE

ISL is capable of providing complete research services from initial design through data collection and collation to tabulation and interpretation.

The Consumer Panel of Canada measures Canadian purchasing patterns and allows marketers to move beyond simple identification of brand shares to diagnostic analysis of the components of brand shares. Penetration, frequency and purchase rates are measured and monitored for all commodities. A custom research division is available as well as a tracking system which measures the future paths of a developing industry. Shopping mall test centres and retail share of trade for major store types, are other services offered by the firm.

ISL also offers and "Omnibus" survey which is conducted five times yearly and provides ISL clients an opportunity to purchase specific research information on a cost efficient basis.

MARKET FACTS OF CANADA LIMITED

ADDRESS: Capilano Mall
Suite 211, 101 Avenue & 50 Street
EDMONTON, Alberta
T6A 0A1

TELEPHONE: 403/468-6560

HEAD OFFICE: 416/964-6262 (Toronto)

BRANCHES: Montreal/Edmonton/Vancouver/New York/Dallas/Los Angeles

CONTACT: Lauran Timlin, Toronto

SERVICE/INFORMATION OFFERED: FOR PURCHASE

Infostudy, published every year (with quarterly supplements) is the syndicated research survey which tracks the "eating out" habits of Canadian consumers. Infostudy examines in detail: "who" eats out; "what" they eat/drink; "where" they go and "when" they eat out; "how much" is spent; "which" food and beverage items tend to be consumed together; "how many" adults and children are in the dining party; seasonal variations; use of coupons and promotions, etc.

The Canadian Eating Habits Study, published every five years (most recent edition 1987), covers thousands of food and beverage items and the general purpose is to provide food and beverage manufacturers with comprehensive single source research covering general consumption behaviour, attitudes, market size, etc.

Information is available on the United States. If interviews are desired then a shared cost national telephone service called Telenation is offered by the company.

MARKET RESEARCH ABSTRACTS

PUBLISHER: NTC Publications Ltd.
Symot House
22 Reading Road
Henley-on-Thames
Oxon, England RG9 1AG

CONTACT: The Market Research Society
Market Research Abstracts are available in the Winspear Library, University of Alberta, Edmonton

INFORMATION OFFERED: FOR PURCHASE Approximately $90/year Canadian

This is a reference guide published twice a year which summarizes marketing research articles on products, ideas and services. A listing of each source is given such as periodicals, magazines, papers, etc.

Some of the areas of interest to the researcher would be the sections on psychographics, personality and

social psychology, industrial market research, new product development as well as communications, advertising, and media research.

MARKET RESEARCH FACTS AND TRENDS

ADDRESS: Maclean Hunter
Research Bureau
777 Bay Street
TORONTO, Ontario
M5W 1A7

TELEPHONE: 1 – 800 – 268-9119 (Toronto)

BRANCHES: Calgary-Edmonton/Vancouver/ Montreal/Ottawa/London, England

INFORMATION OFFERED: NO COST

Market Research Facts and Trends is a free bimonthly newsletter that provides information on what is currently happening in the marketplace. The newsletter gives listings and descriptions of new market reports, surveys, directories and special issues published by Maclean Hunter.

MICROMEDIA LIMITED

ADDRESS: 158 Pearl Street
TORONTO, Ontario
M5H 1L3

TELEPHONE: 416/593-5211
Toll Free: 1 – 800 – 387-2689

CONTACT: Ellen Curtis

INFORMATION OFFERED: FOR PURCHASE

Micromedia Limited specializes in the production and distribution of primarily Canadian information in the areas of government publications, research reports, patents, standards, business, current affairs, corporate reports, Stats Canada publications, etc. The company distributes three indexes. **The Canadian Business Index** which is available at Winspear Library at the University of Alberta in Edmonton is published monthly and is a reference to business news. A section of the index is devoted to providing recent information about the business leaders of Canada and there is also a section that lists all the Canadian corporate reports available from Micromedia. **The Canadian Magazine Index** includes information from major Canadian magazines as well as 15 United States publications. **The Canadian Statistics Index** contains information on public organizations (other than Statistics Canada) as well as private organizations who undertake their own statistical research. This index can be accessed at several of the libraries at the University of Alberta, Edmonton.

A.C. NIELSEN COMPANY OF CANADA LIMITED

ADDRESS: 160 McNabb Street
MARKHAM, Ontario
L3R 4B8

TELEPHONE: 416/475-3344 (Markham)
604/270-7444 (Vancouver)

HEAD OFFICE: Canada — Markham, Ontario

BRANCHES: Montreal/Vancouver

CONTACT: Ross Owen, Vancouver

SERVICE/INFORMATION OFFERED: FOR PURCHASE

A.C. Nielsen offers numerous services for retailers, wholesalers and manufacturers. It offers information on sales management, new product management, trade, and consumer management. It keeps account of the effectiveness of competitors' promotional activities and the effectiveness of the various promotional tools available. Nielsen can also act as a client's agent to develop such promotions.

The following are a few of the specific services available through the A.C. Nielsen Company of Canada Limited.

Warehouse Shipment Service

This is a measurement of grocery shipments from chain/wholesaler warehouses to individual retail stores. More than 500 categories are covered in regions from British Columbia to Newfoundland. Reports are based on four week intervals covering all items shipped through the warehouse and it is possible to customize the reports to fit an individual sales territory.

Food Index

The Food Index is based on a sample of 475 grocery stores across the country with more 200 products measured. The reports contain quantitative results of market size and direction, brand/size sales volume and share plus a host of "reasons why" data. Other retail indexes cover drug, variety, confectionary, tobacco, and computer outlets.

Price and Promotion

Price and promotion is continuous, weekly study of pricing and promotion activity gathered from each major organization in a given city. Client and competitor actions in pricing and promotion are monitored.

P.O.P.A.I. INFORMATION CATALOGUE

ADDRESS: Point-of-Purchase Advertising Institue, Inc.
2 Executive Drive
Fort Lee, New Jersey
07024-3301

TELEPHONE: 201/585-8400

CONTACT: Susan Heflon — Education Relations Manager

INFORMATION OFFERED: FOR PURCHASE COST $10 – $200

The catalogue, which is free, lists and describes all the materials that can be purchased from the POPAI Information Centre. Studies, reports, bulletins, cassettes, etc., are available to the researcher on marketing trends, techniques and current practices in the United States.

The Point-of-Purchase Advertising Institute (POPAI) is the non-profit industry association representing producers, advertisers, and retailers — the creators, developers, buyers and users of point-of-purchase signs and displays. A Consumer Buying Habits Study of Supermarkets is one example of the type of reports put out by POPAI.

PMB — PRINT MEASUREMENT BUREAU

ADDRESS: 77 Bloor Street West
Suite 1502
TORONTO, Ontario
M5S 1M2

TELEPHONE: 416/961-3205

CONTACT: Dori Gospodaric, Marketing and Client Services Executive

INFORMATION OFFERED: FOR PURCHASE

The Print Measurement Bureau offer annual studies on nationwide single-source media. The PMB Product Profile provides lifestyle information such as psychographic and media consumption of the users of specific products and services.

"REPORT ON BUSINESS 1000"

ADDRESS: **Report on Business Magazine**
The Globe and Mail
Division of Canadian Newspapers Company Limited
444 Front Street West
TORONTO, Ontario
M5V 2S9

TELEPHONE: 416/585-5000

BRANCHES: Montreal/Vancouver/New York/ London, England

CONTACT: Available at newsstands and libraries throughout Canada

AVAILABLE: Alberta Agriculture Library

INFORMATION OFFERED:

The Report on Business 1000 is published by the Globe and Mail in July every year. The report reviews the performance of the top 1000 public companies in Canada which are measured on the basis of profits and revenues. It serves as a reference for checking the competition in your particular area of expertise.

SAMI — SELLING AREAS MARKETING INC.

ADDRESS: Time & Life Building
Rockefeller Center
NEW YORK, New York

TELEPHONE: 212/522-1212

BRANCHES: Chicago, Illinois
Santa Monica, California

CONTACT: Alan B. Miller, Jr. , New York

INFORMATION OFFERED: FOR PURCHASE

The information offered by SAMI is United States orientated, and is in the form of a series of reports.

Samscan reports the checkout performances of every item in the grocery store. The tracking service monitors the movement of almost every packaged item starting from the food distributor warehouse to the individual stores. This enables the users of the service to check for the consumer demand for their product, the competitions efforts and the marketplace in general. SAMI can also help identify broad areas of opportunity, probe specific category and manufacturing trends, analyze selected brand and market detail as well as prepare a firm to enter the marketplace.

SCOTT'S DIRECTORIES

ADDRESS: Scott's Directories
A Division of Southam Communications Limited
P.O. Box 365
75 Thomas Street
OAKVILLE, Ontario
L6J 5M5

TELEPHONE: 1 – 800 – 268-3717 (Toll Free)
1 – 416 – 845-8881

AVAILABLE: Alberta Agriculture Library

INFORMATION OFFERED: FOR PURCHASE COST:
$150 – $550 CANADIAN
Depending on How Many Categories Required

Scott's Manufacturing directories are useful to the market researcher interested in looking for new business, refining marketing strategies, locating new product lines and investigating the competition. There is an alphabetical listing of manufacturers across Canada with detailed information about the organization such as addresses, names of executives, principal products, subsidiary companies and export interests. The directories are divided into the categories of Western, Ontario, Quebec and Atlantic manufacturers.

Scott's offer other services such as mailing lists, statistical surveys, penetration reports, and a trade directory metropolitan Toronto and vicinity. Scott's also offer custom packages of market statistics from their computer data base designed to meet individual needs.

SIMMONS: MARKET RESEARCH BUREAU INC.

ADDRESS: 219 East 42 Street
NEW YORK, New York
United States 10017

TELEPHONE: 212/867-1414

CONTACT: Roy Worman, Account Manager, New York

—1984 edition available in the **Winspear Library** University of Alberta, Edmonton

INFORMATION OFFERED: FOR PURCHASE

The report **Simmons Study of Media and Markets** contains demographic and psychographic marketing data of consumers as it relates to more than 800 categories of products and services. The products and services are itemized by brand, frequency of use and volume measurement. The media measurement is presented with respect to the individuals consumption pattern. Simmons also offers special tabulation services via on-line access to Simmons computer tape and batch processing. This is useful for firms interested in developing hypotheses and analyzing potential product/brand users.

AUDIO VISUAL MATERIALS

AUDIO VISUAL MATERIALS

Marketing researchers interested in learning more about the various components of marketing today will find these Audio Visuals useful. Market Development has recently purchased a series of video tapes that are available for viewing in Edmonton at the J.G. O'Donoghue Building of Alberta Agriculture. The series is called **Marketing Perspectives** and contains 26 thirty-minute video cassettes in VHS ½ inch format, each of which concentrates on a specific marketing issue as seen below, and are accompanied by a study guide. For more information call the Film Library at 403/427-2127.

PROGRAM LIST

1. Marketing Today
2. Marketing Variables
3. Target Markets
4. Market Research
5. Consumer Buying Behaviour
6. Government and Its Influences
7. Industrial Markets
8. Channels of Distribution
9. Agents and Brokers
10. Wholesalers and Distributors
11. Retailing
12. Retail Location
13. Product Management
14. Product Identification
15. Packaging and Labelling
16. Physical Distribution
17. Marketing Communications
18. Advertising — Print
19. Advertising — Broadcast
20. Direct Marketing
21. Communications Management
22. Pricing Theories
23. Pricing Strategies
24. International Marketing
25. Service Marketing
26. Marketing Management

The videos are also available for purchase from:

The Wisconsin Foundation for Vocational,
Technical, and Adult Education Inc.
2564 Branch Street
Middleton, Wisconsin 53562

Telephone: 608/831-6313

AIM EVALUATION FORM

AIM was published for the first time in 1987. Demand for the first edition and user input will dictate the need and format of future editions. Input is solicited here from users of AIM and those referenced in the publication. Thank you.

	Agree	Somewhat Agree	Neutral	Somewhat Disagree	Disagree
1. The document helped me with my marketing research.					
2. The document was well organized					
3. The document needs more information					

4. What kind of information should be included that isn't?

5. Are there any other omissions or corrections?

6. How might the document be improved?

7. How often should AIM be updated and reprinted?

8. Would you pay a nominal fee for this publication?

____ $5 – 10 ____ $10 – 15 ____ $15 – 20 ____ $20 – 25 ____ $25 – 30

Please return to:

Market Development Division
Alberta Agriculture
3rd floor, 7000 - 113 Street
Edmonton, Alberta T6H 5T6